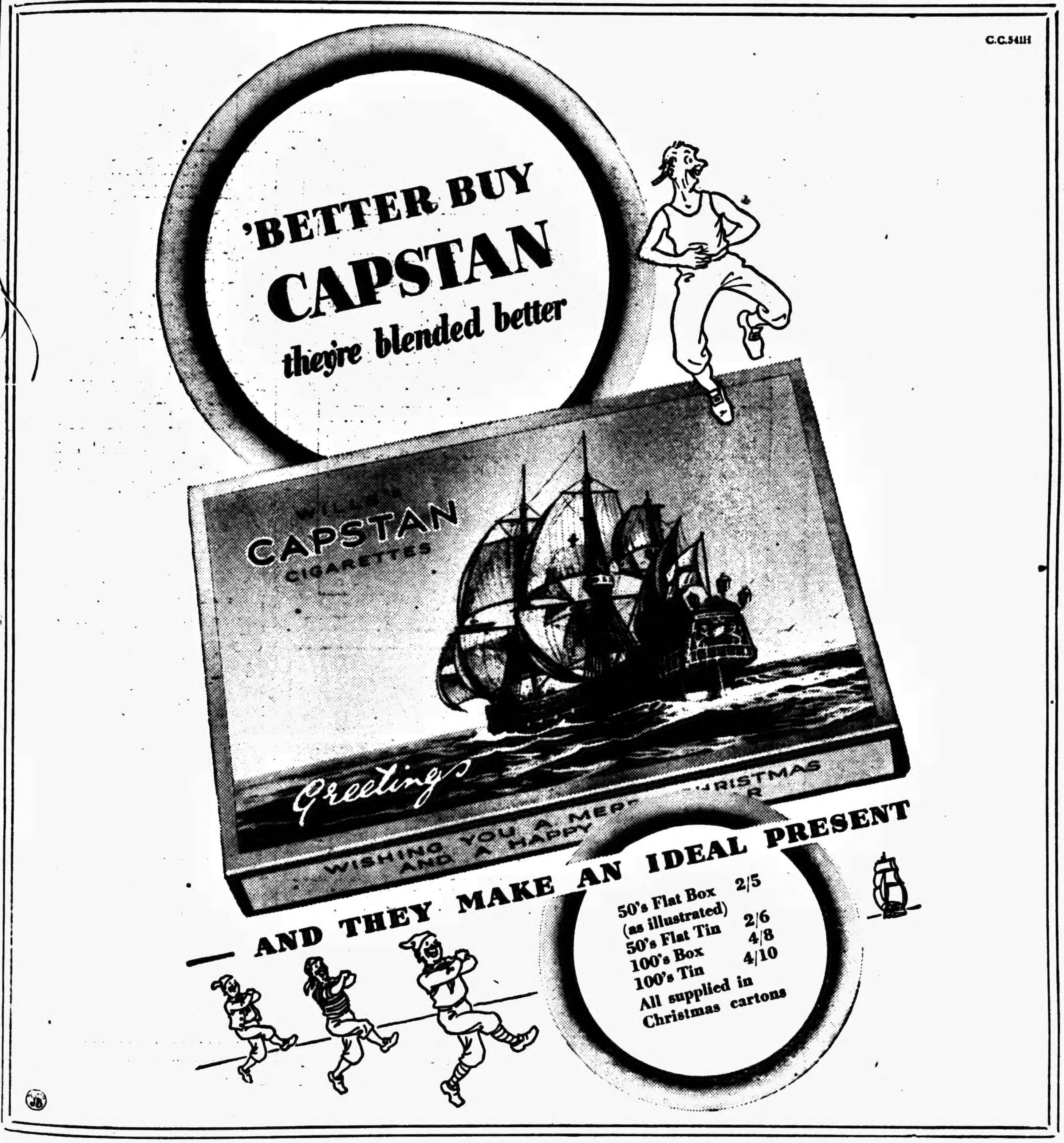
JOHN BULL, DECEMBER 12, 1936

TWOPENCE
Vol. LX.
1591.

THE KING, MRS. SIMPSON AND YOU (SEE PAGE NINE)

JOHN BULL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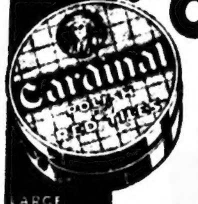

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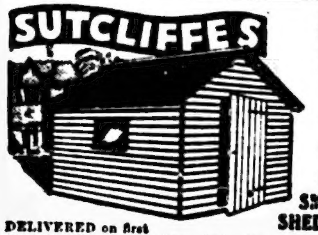

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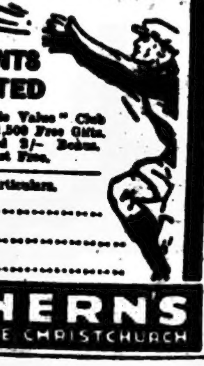

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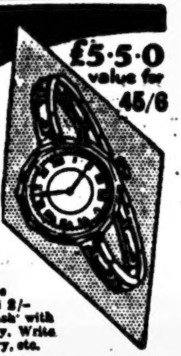

SOLID GOLD English Hall marked Keyless WRIST WATCH with Expanding Bracelet attached. Tested Movement. Timed to a minute a month. Fully Warranted 10 years.

Send 1/- Deposit only for Free Approval. If satisfactory, Balance payable 2/- within 7 days and 2/- fortnightly until 49/6 is paid. Cash with order or within 7 days 45/6 only. Write for Illustrated List, Rings, Jewellery, etc.

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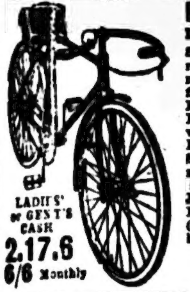

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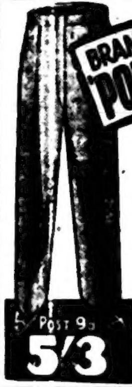

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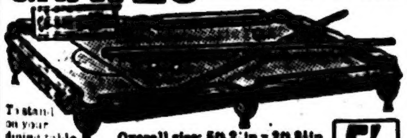

To stand on your dining table

Overall size: 5ft 2½in x 2ft 8½in

BILLIARDS IN YOUR HOME

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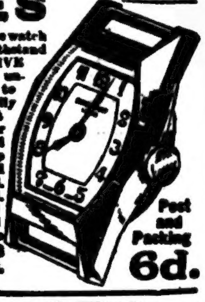

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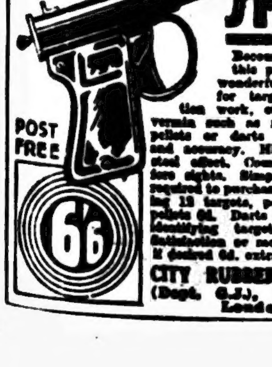

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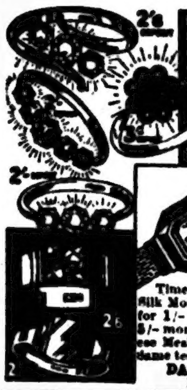

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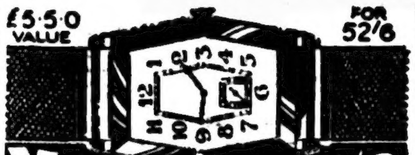

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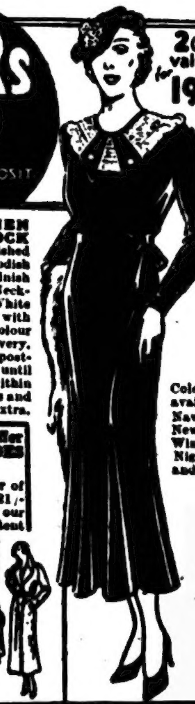

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In fine quality Chiffon finished Twill Back Velveteen, Modish Style. Full adjustable Tie Finish to Waist. Smart Medium Neckline, trimmed with Frill of White Crepe Suede. Well-cut Skirt with correct line. Send size and colour required for immediate delivery. Send 6d. deposit and 6d. for postage. Balance 1/6 fortnightly until 21/9 is paid, or Full Cash within 7 days, 19/11 only. All sizes and lengths. X.O.S. sizes 3/- extra.

Colours available: Navy, New Green, Wine, Nigger, and Black

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94-104 DENMARK HILL LONDON S.E.5

YOURS for 1/- DEPOSIT

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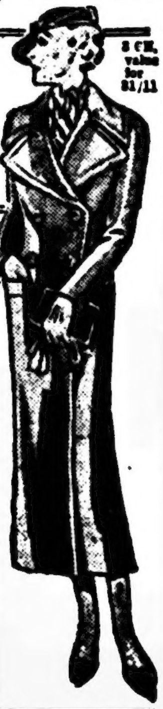

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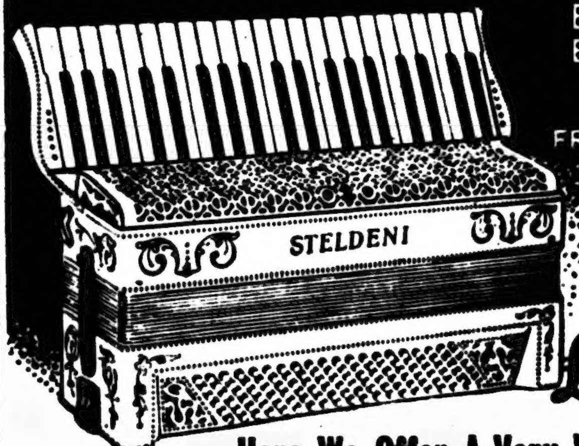

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£5·5 MODEL FOR 47/6

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Real Piano Accordions at specially reduced prices. By STELDENI. Piano-finished cabinet, tonal reeds, metal-bound bellows, triple chord action. Complete with shoulder strap, 21 piano keys, 8 basses. Cash price 47/6, or sent on receipt of 2/6 First Instalment. Balance payable 4/- monthly until 52/6 is paid. Elaborate Tutor supplied. Other cheaper model accordions from 38/6. Write for fully illustrated list of models with 25 keys, 12 bass; 25 keys, 24 bass; 34 keys, 48 bass; 41 keys, 120 bass; etc. All on equally attractive terms. The remarkable Low Terms for Monthly Payments ensure the immediate popularity of these fine instruments. Write for fully illustrated List of Piano Accordions and other musical instruments post free.

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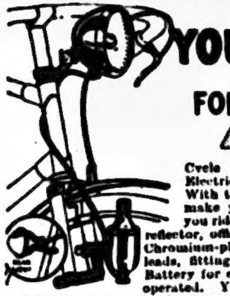

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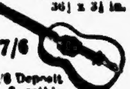

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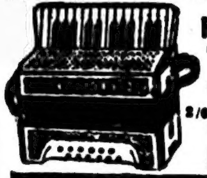

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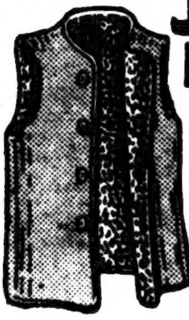

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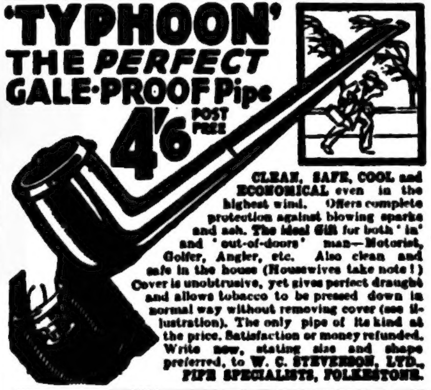

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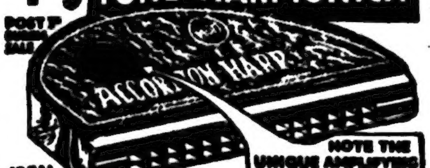

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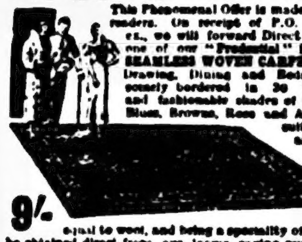

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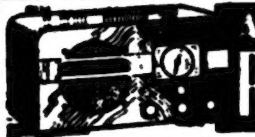

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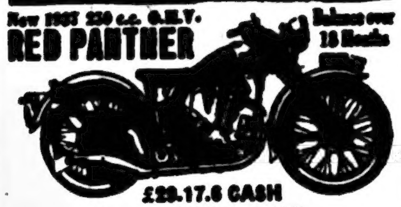

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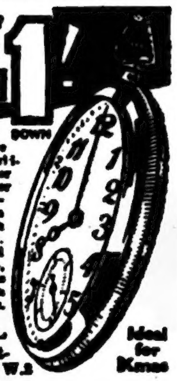

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Ideal for Xmas

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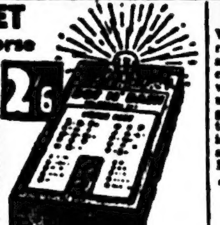

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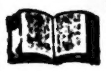

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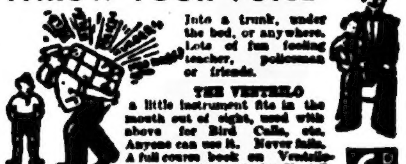

Into a trunk, under the bed, or anywhere. Lots of fun fooling teacher, policeman or friends.

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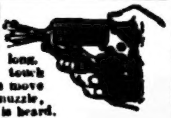

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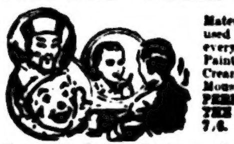

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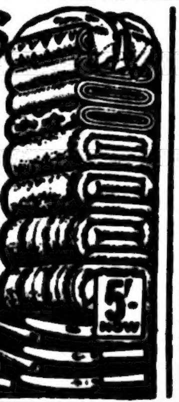

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EARN BIG MONEY as AGENTS for all-the-year-round firm specialising in Clothing, Footwear, Jewellery, Fancy and Household goods; liberal commission and bonuses paid and cash prizes; send at once for particulars, post free.—AMBLER, PRICE & COLE, LTD. (Dept. J.B.), Amprico House, North End Road, Wembley.

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A1 NOVELTIES for Dances. Hats, Balloons, Novelty Musical Instruments, Masks. — List J.B.1702 free.—Dudley's, 451, Holloway Rd., N.7.

AMATEUR Craftsmen. Plywood panels, all sizes and thicknesses. Plain and veneered. Best quality. Lowest prices. Arnold Woodworkers' Supply Co., 1a, Arnold Road, Bow, E.3.

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FOR SMALL TRADERS, SHOPKEEPERS.

MAKE MORE MONEY. Sell Tablecloths, Towels, Silk Stockings, Overalls, Men's Socks, Ties, etc. A 1,000 Bargains. Oldest, Largest, Cheapest & Best Wholesale firm. Write now for Catalogue and Guide.—Cochrane's Warehouse, 1, Thomas Street, Manchester.

CROCKERY. 120 asstd. articles 10/-. Dinner set free. 48 cups, scrs., 4/-. Glass & Hardware Catlg. & Guide Free.—Bridge St. Pottery, 9, Burslem.

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A GOLDEN OPPORTUNITY for Credit Traders, Shopkeepers and Beginners. Send for free illus. Catlgs. of Household, Fashion and Fancy Goods.—Dept. J.B., THE HOUNDSDITCH WAREHOUSE CO., LTD., Houndsditch, E.C.3.

DIP: TOYS.—4/6 gross, cash. Also Xmas crackers, novelties, gifts. Stamp Illustrated Cat.—Messrs. GOLD, King Street, Ramsgate.

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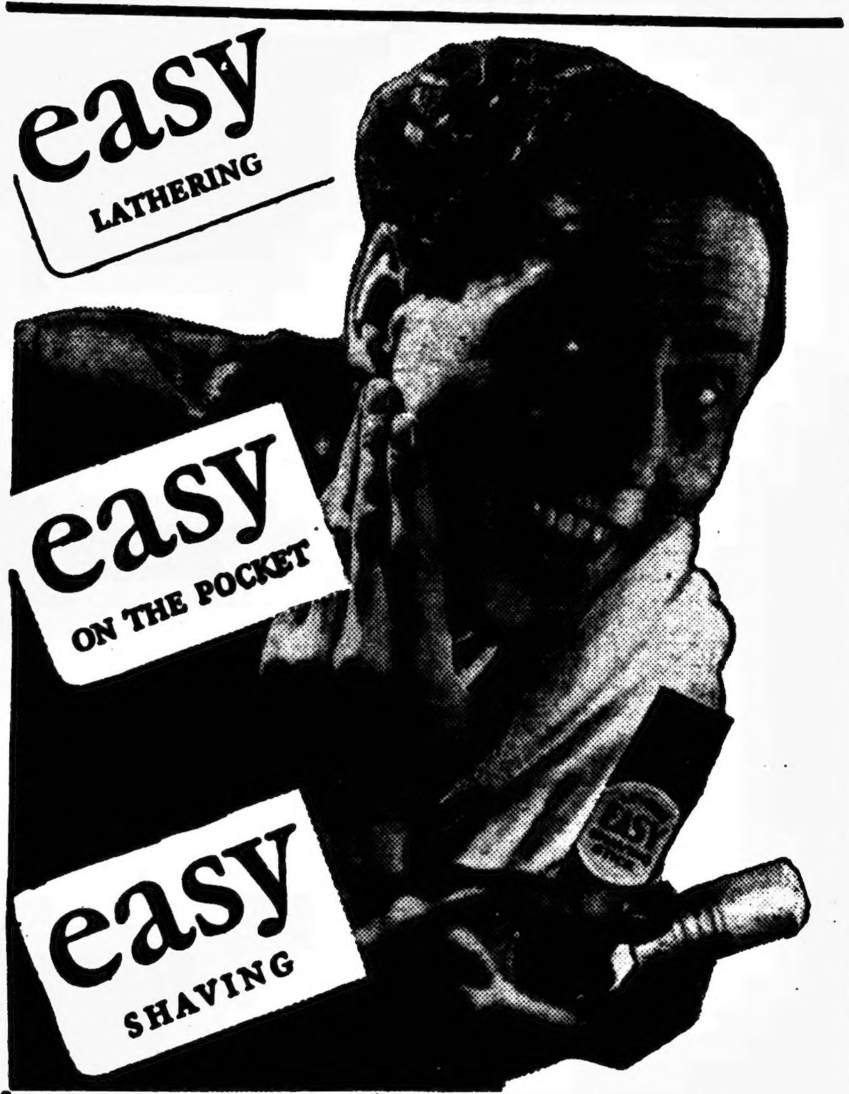
SECTIONAL BUILDINGS.—Prices down and low easy terms. Garden Sheds. Greenhouses, Garages. Write for Free List.—C. Albert & Co. (Dept. J.B.), 187, Brixton Hill, London, S.W.2.

A CUTLERY Bargain no reader should miss. A solid oak cabinet containing everything you need (all Sheffield stainless) for 16/6! Get it for Christmas. See advt. of Adam Brunton in *John Bull's* "Shop Window," page 4.

FREE.—Catalogue of full range of SERVICES Watches—Sports De Luxe and Alarm Clocks—will be sent to readers who write, mentioning *John Bull*, to The Services Watch Co., Ltd. (Dept. J.B.1), Leicester. SERVICES Watches are famous for their endurance and dependability, and are guaranteed for two years. Prices range from 5/- to £5.

BABY CLOTHES. — EXPECTANT MOTHERS, do not hesitate in obtaining your complete layette from me. Every garment Beautifully Home-made from finest materials. Style and quality approved by Nursing Home and Welfare centres. 75-garment Layette with full-size shawl, 30/-; or Superior Nursing Home Set, 42/-, including flannels, woollies, Silk Robes and handsome Shawl. Send 2/- for pcl. on appro. (Cash or Terms.) — Mrs. J. Howard, 66, Dover Road, Portsmouth.

GET a copy of Benson's Watch Catalogue. For 3/- down you can secure any of Benson's Pocket or Wrist Watches, Chains, Clocks, Rings, Jewellery, etc.—Write, mentioning *John Bull*, to J. W. Benson, Ltd., 62-64, Ludgate Hill, London, E.C.4.



It needn't upset your weekly budget to be perfectly shaved every day! Easy Shaving Stick costs only sixpence, and one stick gives you a smooth, keen shave *every day for over a hundred days!* Its creamy, long-lasting lather is good for your skin, too. Don't forget to ask your wife to get an Easy Shaving Stick this week-end.

LEVER'S Easy SHAVING STICK

OVER 100 SHAVES FOR 6d

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A *LEVER* PRODUCT

FREE: Particulars of the leading British Fretwork outfits are contained in a descriptive booklet published by HOBBIES. Write to Hobbies, Ltd., Dept. 45, Dereham, Norfolk, for a free copy. Boys will appreciate Hobbies' British Fretwork Outfits—a complete set of tools to keep them happy making practical things in wood. See p. 33.

FREE.—Illustrated particulars of the complete range of High Beam self-lighting Gas Fires. Every reader should fill in the coupon on page 27 or write, mentioning *John Bull*, to Radiation, Ltd., (Dept. 849, 164, Queen Victoria Street, London, E.C.4. The warmth of a High Beam self-lighting Gas Fire is soft, penetrating and healthy. No bother about matches, either—it lights itself when the tap is turned on.

KNOCK! KNOCK!
Who's There?
Avenue!
Avenue who?
Avenue seen Ellisdon's Novelties on page 4?

GET an Air Pistol and learn to shoot! For 6/6 only you can obtain a well-made model with accurate sights and suitable for darts or pellets. No licence required. See illustrated advertisement on page 3.

FREE.—A wonderful Christmas Number, which not only contains stories by famous authors, but also offers valuable gifts of furniture to every reader. Turn to page 20, fill in coupon, and post to DRAGES (Dept. *John Bull*), 73-77, Oxford Street, London, W.1.

FOUNTAIN Pens are always acceptable as gifts. The makers of SWAN Pens offer the choice of two practical and unique models. One is the Visofil, a Pen of large capacity and ink visibility, and the other is the Leverless, a feature of which is its quick filling. If a more modest Pen is required there is the famous Blackbird, which is completely trustworthy, notwithstanding its low price. A fitting companion to these Pens is the Fyne-Poynt Pencil. Further particulars of all these products can be obtained on application to Mabie, Todd & Co., Ltd., Sutherland House, Curzon Street, Mayfair, London, W.1.

POULTRY KEEPING.

MAKING POULTRY PAY. — Cash in on Poultry Profits by getting "The Feathered World" Year Book, 1936. All problems are dealt with in a practical, to-the-point manner. Over 300 pages and 80 illustrations in photogravure. All you need do is to send 2/6 to "THE FEATHERED WORLD," Dept. J.B.2, 9, Arundel Street, LONDON, W.C.2.

WIRELESS AND MUSICAL.

PIANO-ACCORDIONS, DRUMS and all acces. Trumpets, Guitars, etc. Send 1d. p.c. wonderful new 1937 60-pp. cat. Terms.—J.B. RAYMOND, CO., 5, Laurence Pountney Hill, London, E.C.4.

EASY Monthly payments for any Musical Instrument. Small deposit secures. For value and satisfaction send to George Grose, of New Bridge St., London, E.C.4. (See illustrated advertisement in *John Bull's* "Shop Window," p. 3.)

THE reliability of Bush Superhet Sets is renowned. They can be obtained from as low as 3/1 a week. Fill in the coupon on p. 6 for free descriptive details of the 4-valve six-stage Superhet.

FOR CHRISTMAS.

BE JOLLY and have real fun this Christmas. Amuse the family with some jokes and novelties and make everyone laugh. The advt. centre of page 4 will give you some good suggestions.

XMAS Presents for All! Do your shopping the *John Bull* way and purchase by post. You'll find some real bargains in *John Bull's* "Shop Window" on pages 2, 3 and 4. Best of all, you are guaranteed a square deal under *John Bull's* Guarantee.

MEDICAL, CURATIVE.

HOW TO STOP SMOKING.—Genuine remedy, proved by testimonials. — Write. The Stanley Institute (J.B.), 21, Warwick Lane, E.C.4.

DON'T WEAR a Truss! Use Brooks' Rupture Appliance. New discovery. Wonderful! No lumpy pads, no springs, durable, cheap. Binds and draws parts together quickly. Sent on trial. Catalogue free.—Address, Brooks Appliance Co., Ltd (520G), 80, Chancery Lane, London, W.C.2.

FREE sample of Cephos, the Physician's Remedy for Headache, Neuralgia, Rheumatism. Does not affect the heart. Recommended by Doctors. In Powders or Tablets Send p.c. to CEPHOS, LTD. (Dept. J.B.), BLACKBURN.

BRONCHIAL Tubes, Chest, Lungs. Send for free samp. Jowett's Wonder HERBAL BEANS mean easy breathing. Large box 1/3, post free. —JOWETT'S Health Stores, MORECAMBE.

SIMPKINS GLUCOSE CONFECTIONS energize and vitalise and include: Barley Sugar, Glycerine Fruits, Digestive Mints, Halibut Liver-Oil Hexagons, Stomach Hexagons, Sore Throat Tablets. Hygienically wrapped. Sold by Qualified Chemists everywhere. Send 4d. for sample.—SIMPKINS (Dept. 101), Barley Sugar Works, Sheffield, 6.

KEEP a Trim, Athletic Figure! If your work does not provide regular, strenuous exercise you need a Battle Line Belt. Don't run the risk of excessive girth.—Write to G. Battle & Co., Dept. 10, 392, Strand, W.C.2, to-day for free leaflet.

FREE sample of WINCARNIS, the wonder tonic wine. Fill in coupon on p. 16 and enclose 4½d. stamps to cover cost of post and pkg.

A FREE Offer!—to all who are run down. A generous sample of Angier's Emulsion, the proved tonic which strengthens the organs of digestion, overcomes nervous depression, and builds up health and strength, will be sent to all readers who write, mentioning *John Bull*, to The Angier Chemical Co., Ltd., C.A.28, 86, Clerkenwell Road, London, E.C.1. Attach 4d. stamps to cover postage, etc. See p. 29.

YOU can obtain a novel tablet container into which you can put your Phyllosan tablets if you write, mentioning *John Bull*, to Natural Chemicals, Ltd., Dept. 47, 12, Clipstone Street, London, W.1, and enclose a 1½d. stamp; or fill in the coupon on p. 33.

FREE to sufferers from Leg and Circulatory Troubles! A sample of ELASTO and a copy of a special free booklet, "The Story of Elasto." Fill in the coupon on p. 41.

MISCELLANEOUS.

3d. WEEKLY for LIMITED PERIOD provides free cremation at any crematorium. Anxiety relieved. Complete details FREE from BCA Cremation Society, 23, Nottingham Place, London, W.1.

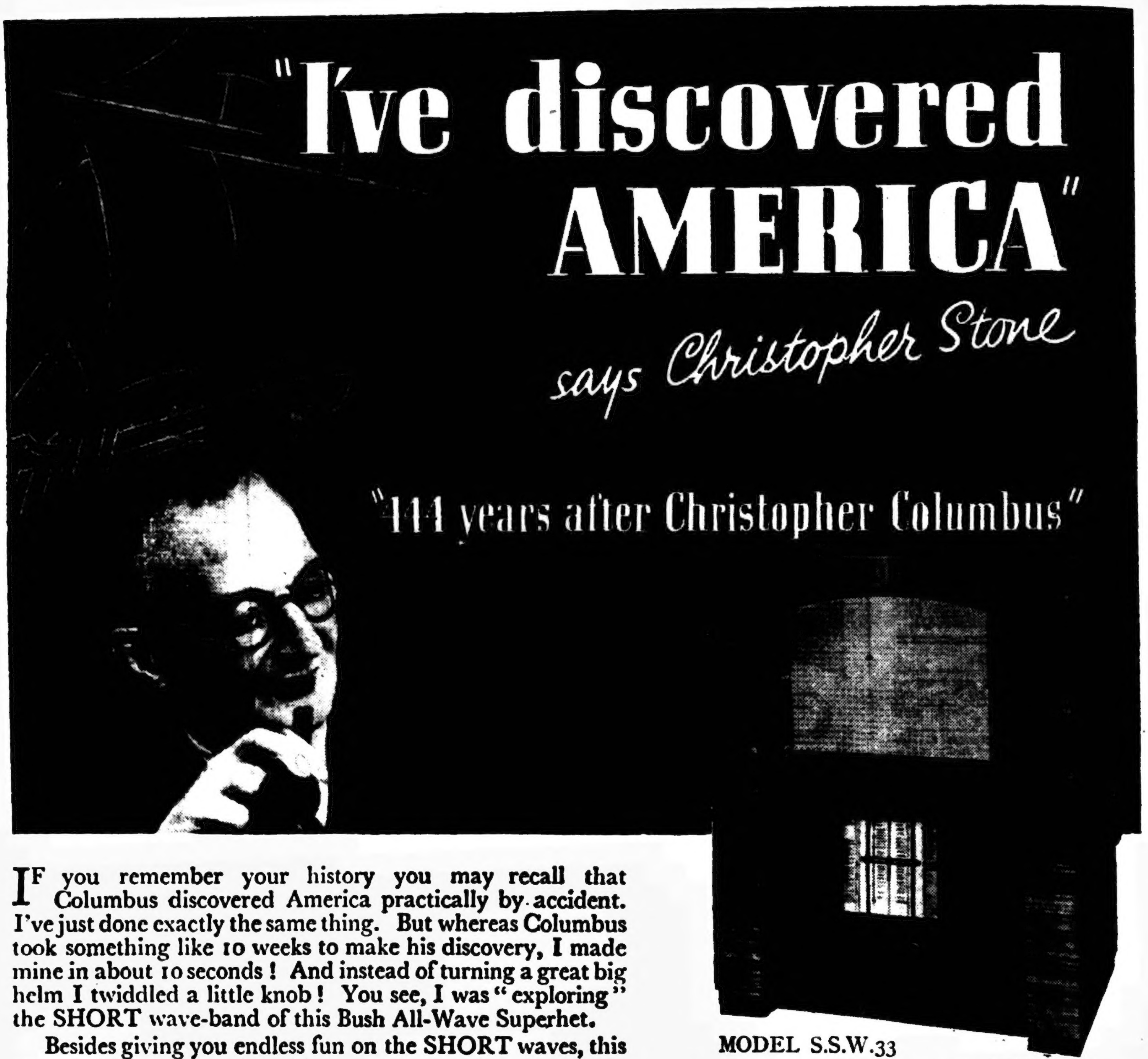
PEARL ENDOWMENT POLICIES PURCHASED OUTRIGHT.—SECRETARY, PIONEER SALES, 18, CHRISTCHURCH RD., WINCHESTER

FREE!—Write, mentioning *John Bull*, to Dept. J.4, Homepride Mills, Birkenhead, for a free booklet containing a selection of excellent recipes of inestimable value to housewives and cooks. See p. 29.

FREE.—Housewives, here's good news. Fill in the coupon in the Hoover advertisement on page 27 for free illustrated booklet describing all about Hoover Cleaners. End old-fashioned methods of carpet sweeping behind dustpan and brush. A Hoover makes cleaning easy, for only 10/- down. First of all get particulars of the model illustrated on p. 27 by filling in your name and address in the coupon.

NAIL-BITING. A real cure at last! If you are, or your child is, addicted to this objectionable and health-endangering habit, send for the free explanatory booklet mentioned in the advt. of Filtex, Ltd., on page 2.

FOR CHRISTMAS BARGAINS, SEE "JOHN BULL'S" "SHOP WINDOW."— PAGES 2, 3 and 4.



"I've discovered AMERICA"

says Christopher Stone

"144 years after Christopher Columbus"

IF you remember your history you may recall that Columbus discovered America practically by accident. I've just done exactly the same thing. But whereas Columbus took something like 10 weeks to make his discovery, I made mine in about 10 seconds! And instead of turning a great big helm I twiddled a little knob! You see, I was "exploring" the SHORT wave-band of this Bush All-Wave Superhet.

Besides giving you endless fun on the SHORT waves, this remarkable new model enables you to enjoy the consistently good reception of stations on the more familiar LONG and MEDIUM waves. So you can well imagine how surprised I was to learn that the set costs only 11½ gns. You'd be surprised too—if you were to hear it!

Your Bush dealer will be pleased to give you this opportunity at any time. Why not go along *to-day?*

MODEL S.S.W.33

for Long, Medium and SHORT waves.

This is the set which has broken all Bush Sales records. It is a seven-stage superhet with nine tuned circuits and A.V.C. Wave ranges: SHORT 17-53 metres, medium 198–550 metres, long 850–2,000 metres. Large illuminated dial, station-calibrated. Dual ratio control ensures accurate tuning. Energised moving coil speaker fed with 3·5 watts undistorted output. Provision for pick up and remote speaker.

Deposit £1
Weekly payments of
3/6
Cash price 11½ gns.

BUSH SHORT WAVE RADIO

THE SYMBOL OF RELIABLE RADIO

Sold only by Appointed Dealers

Agent for Scotland: J. A. DONALD, 114, Cambridge Street, Glasgow. 'Phone Douglas 2028

POST THIS COUPON To Bush Radio Ltd. (Dept. J.B. 802), Power Road, Chiswick, London, W.4.
Please send me details of the Bush S.S.W.33. and Bush superhets from 3/1d. a week, also name of nearest Bush dealer.

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WITHOUT FEAR OR FAVOUR

FROM OUR READERS

PROPOSALS of all kinds are under discussion regarding the design of the public statue which is to form part of the nation's memorial to King George V.

All of them get no further than debate on whether the sculpture should represent his late Majesty in naval or military uniform and whether or not he should be shown mounted on or beside a charger.

Surely the most appropriate tribute would be to design the statue from the picture which hangs in millions of homes—the King seated at a table speaking his gracious messages as their father to the people of the Empire.—Leonard Poole, Packmoor, Stoke-on-Trent.

By far the best of hundreds of ideas submitted by our readers.

No Tenth Life

MY Dalmatian dog has been seriously bitten by a neighbour's cat—a cunning and ferocious creature, which springs at its victims from ambush and swiftly retreats after doing sudden damage. Because of its treachery, I am faced with a veterinary surgeon's bill for £11

This cat has also bitten two little children, and it is very destructive to property. But the police inspector states that there is no legal redress against the animal's owner.—Donald McCulloch, Uxbridge Road, West Ealing, W.13.

Police ruling is wrong. Puss is not exempt from common law, under which owners of domestic animals are liable if they know or ought to know that their pets are destructive or dangerous.

THE GOVERNMENT ARE—

On the Air

WE have been given to understand that B.B.C. speech is meticulously correct. Yet anyone with an elementary education must be distressed at the manner in which radio speakers play fast and loose with pronouns and verbs applied to collective nouns.

Announcer said to-night, "The Government *are* . . . and *it is* to . . ." Similar absurdities are frequent.—L. F. Strickland, Glover Street, Preston, Lancs.

Correct rule, observed by "John Bull," is that a body—committee, council, company, jury and the like—is referred to as "it," not "they," and carries singular verb "is," "has," etc.

Gallant Jack

FOR weeks my ship has been carrying refugees from Alicante, Valencia, Barcelona and other Spanish ports to Marseilles.

A fast destroyer in rough seas is scarcely a home from home, but the behaviour of most of the foreigners of all nationalities whom we have taken to safety has been contemptible.

So to-night, at the end of another long rescue run, I feel a glow of pride at British womanhood. We carried only one Briton—a young Englishwoman with a sixteen-days-old baby, who had been through great privation in the war zone.

Throughout the voyage she sat with her child against the gun shield, and the look of placid, smiling contempt on her features for the horde of scared and hysterical foreigners was rare to behold. Great gal that!—Chum, H.M.S. *Ardent*, Malta.

And great lads, the men on the Spanish job.

Do You Know?

MY twelve-year-old daughter has had to answer the following questions at a council school examination:

What is the numerical strength of each of the Parliamentary Parties to-day?

Who are and what are the salaries of the Speaker, Black Rod, and Serjeant-at-Arms?

What is the weight of the Mace?

Who was Speaker in the Parliament of Charles I?

Why is the Speaker so-called when he says so little?—T. E. L. L., Peasley Cross, St. Helens, Lancs.

A "John Bull" representative asked seventeen M.P.s in the House of Commons Lobby to answer these questions. None was able to reply to one correctly.

Time o' Day

HAS any other John Bull reader got a "mania for clocks" husband?

My home is cluttered and littered with more than sixty clocks and my man is still adding to the number.

Clocks on the mantelpiece, sideboard, dresser, cabinet, bookcase, wireless set, on every bracket and even in the bathroom—small clocks, big clocks, round clocks, square clocks, alarm clocks, grandfather clocks. Some go, some don't.

What a home!—Mrs. Jelliss, Heaton, Newcastle-on-Tyne, 6.

No Cuckoos?

Would She Revert?

CHANGE of fortune allows me to live in my own house, keep two maids and run a motor car.

My old friends and relations envy me, but, somehow, life has not the same savour as it had when I first kept house (two rooms and kitchenette) on 35s. weekly, when every saucepan and pillow-slip was a friend, when soups had to be made of everything that wouldn't fit in elsewhere, and when every extra sum of money was a windfall.

Now, when I can buy anything within reason, I secretly long for those other days, which, although often hard, were made wholesome by the spice of struggle.—Mrs. G. T., East Avenue, Bournemouth.

Not a few would like to test your new experience.

"This'll Make You Whistle"

FOR fifteen years my wife and I have never had any serious quarrel, although plenty of little wordy wars punctuate our domestic history. We have about two a week.

The reason why we have never blazed into fierce and open battle is simply that we have observed a piece of advice given by the pastor who married us—that, if one ever gets to the point of losing temper during a verbal exchange, he or she should whistle for five seconds instead of answering back.—James Barnett, Eccleshill, Bradford.

What happens if the missus can't whistle?

Whose Money?

A CUSTOMER entered my premises and paid for his purchase with a bank note. Soon afterwards I was asked by the police to produce the notes in my possession and it was found that this particular one (it had been marked for a trap) had been stolen. Next day my customer was arrested and he has since been sentenced for theft.

The note, which was taken from me to be used in evidence, has been retained by the authorities, who state that it should be restored to the person from whom it was stolen.—G. W. Sevier, Southgate Street, Bath.

Title to this money rests with person to whom thief passed it, as that person accepted it in good faith, not knowing or having reason to believe it was stolen.

Lowest Tender

MY work in connection with enforcement of Trades Boards regulations gives me an insight to some appalling methods of hiring labour by beating down fair wages levels.

By far the worst in its consequences is the one which has grown to an unprecedented extent in the North and Midlands of requiring applicants for jobs to "state wages required."

Persons clamouring for vacancies underbid each other ruinously, with the result that there is more cheap slave labour to-day than ever.—F. Holmes, Moss Side, Manchester, 16.

Many newspapers now refuse to accept advertisements of vacant situations containing such demands.

No Gush

AFTER thirty-six years' service I am to retire from active association with one of the foremost youth organisations.

On leaving I would like to make only one comment—that in all history there cannot have been a young generation so "hard boiled" as the post-war one of Britain.

It is almost incapable of any emotion and of patriotic, religious or similar sentiment it seems to have none.—G. Hales, Hartshill Road, Stoke-on-Trent.

Young folk to-day wear a mask. Their dread is to appear "soppy." It is not hypocrisy, but a war inheritance.

● Pulse Of Our Postbag

BY far the greatest anxiety of the public at the moment regarding domestic conditions is about the ever-mounting prices of staple foods and the inaction of the Government in devising a scheme of control.

It is clear, in consequence of the failure to check the rise, that industry cannot hope much longer to escape a general demand from organised labour for higher wages.

Some of the immense number of readers who write on this topic enclose comparisons of family expenditure on essential foods only a year ago and now. They show an average fall of nearly two shillings in the value of the pound.

Numerous motorists write appreciating the fact that pedestrians now use safety crossings without their former dangerous hesitancy, but appealing to them for greater co-operation with drivers in this weather, when wet or slippery street surfaces rob brakes of some efficiency.

THE HUMAN MACHINE

APART from things that need a certain amount of sheer physical strength to accomplish, there are not many hard jobs in the world. There are many hard ways of doing jobs, but that is a very different thing. Mostly, if we find a job difficult, it is we who are making it difficult. We could just as readily make it easy.

A job is easy or difficult in exact proportion to the care with which it has been thought out beforehand. If we know before we start just what we have to do and how we are going to do it, the job is half done before we begin.

Every well thought-out job is simple. Every piece of work that has been properly planned in advance is easy. Every task that has been thoroughly organised beforehand is a task that is going to run on oiled wheels.

Very few enterprises fail because the ideas in them are bad. They fail because they are prematurely born. They topple over because their foundations are flimsy. There hasn't been enough preparation.

There's only one safe rule—take nothing for granted. It's never any use saying something's "bound to be all right." Nothing is ever "bound" to be right.

And there's a whole lot of truth in the old saying, "If you want a thing done properly, do it yourself."

You needn't, of course, actually do everything yourself, but if you get other people to help you, still keep an eye on everything. If it's your job, it's your responsibility. If things go wrong, it's no use blaming anyone else. You should have seen them going wrong and put them right.

Thinking things out is never a waste of time. On the contrary, it's the finest saver of time ever invented.

Write to John Bull About It—

We invite readers to write to us about any subject of public interest, keeping us in touch with the world as they see it.

Letters should be as brief, forceful and topical as may be.

Half a guinea will be paid for each letter published. Envelopes, marked "Letter Bag," should be addressed to "John Bull," 93, Long Acre, London, W.C.2.

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Greetings
A Merry Xmas
PICCADILLY Juniors
Piccadilly Juniors Flat 60

in these delightful Christmas packings

60 for 2/-

Greetings
PICCADILLY Juniors
Piccadilly Juniors Flat 30

ALSO IN FLAT POCKET BOXES OF 30 for 1/-

The smart and attractive "Greetings" packing containing a Flat Pocket Tin of "60" Piccadilly is a really seasonable gift which will be thoroughly appreciated by those who receive it.

Piccadilly are made from the choicest tobaccos and a few puffs immediately convince one of their cool, smooth, even-smoking qualities.

Give Piccadilly this Christmas . . . that's the wise thing to do, for it is a Gift in good taste.

"Greetings" packings of 30/- for 1/- are also obtainable.

other popular Piccadilly packings include

OVAL TINS of 30 for 1/-

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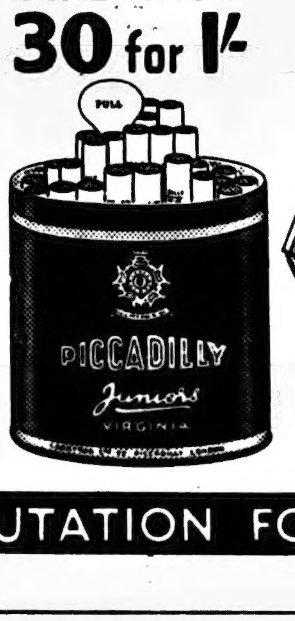

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PICCADILLY
Junior SIZE - SENIOR QUALITY
VIRGINIA CIGARETTES

PACKETS OF 10 for 4d

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WHAT do you think about it
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Here is what JOHN BULL thinks abo

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THE KING, Mrs. Simpson And YOU

WHAT do you think about it all? About King Edward and Mrs. Simpson? About Mr. Baldwin, the Archbishops, the Cabinet and the Dominions Cabinets who found themselves compelled to refuse King Edward's desire for special legislation which would enable him to make Mrs. Simpson his wife and consort without making her his Queen, without placing her possible children in succession to their father's throne?

Naturally, you have thought over and discussed these questions without end during the past anxious days. Naturally we have done the same.

Here is what JOHN BULL thinks about it.

☆ ★ ☆

First, we believe that King Edward did well and right in asking his Cabinet to make a way possible for him to marry Mrs. Simpson for the simple reason that he loves her.

He faced the facts like an honest man. He realised the situation was such that he could not make Mrs. Simpson his Queen.

That she was an American citizen by birth, that she was not of what courtiers call "exalted birth" plainly mattered not at all. The marriage of the King to an American "commoner," in happier and different circumstances, would have been hailed by the two great English-speaking democracies as a romantic new bond of sympathy between them.

But Mrs. Simpson has been twice divorced. One of her former husbands was himself divorced before he married her.

King Edward realised that these facts made it impossible for him to ask her to share his throne.

But he asked her to share his life, to come and help him in the loneliness which must surround the life of a bachelor King. And he asked her to do so honourably as his wife.

☆ ★ ☆

In other days, other Kings have been faced by the same problem as King Edward, and they have found a dishonourable solution. Both King Edward and Mrs. Simpson rejected such a subterfuge. We are all proud they did so.

Next we believe that Mr. Baldwin and his colleagues were absolutely right in telling King Edward that they could not meet his wishes.

They based themselves on the fact that for millions of his subjects a marriage with Mrs. Simpson such as King Edward proposed would mean the end of all respect for the Crown and the monarchy. Such sentiments — call them prejudices if you like—are no less real because you do not share them yourself. But their widespread existence and tremendous power are manifest in the Dominions and in India even more than here at home.

Let us all respect the King for his honesty . . .
all sympathise with Mr. Baldwin
in his terrible duty!

Sympathise with Mr. Baldwin in his terrible duty. It is the lot of Prime Ministers to face and carry through profoundly unhappy tasks. Mr. Baldwin, at the very end of a long career, has acted with great firmness and delicacy in a situation which most of us would shirk.

Of course, he knew that his own Party—except for an insignificant group of intriguers—and both the Labour and Liberal oppositions were solidly behind him on the constitutional issue—that King Edward was bound to accept the solution to the difficulty which his Ministers tendered him.

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He knew that if his Government resigned, Mr. Attlee would accept no invitation from King Edward to form an administration and try to obtain a majority in the House of Commons. But these facts cannot greatly have eased the Prime Minister's personal difficulties—and they can only have increased King Edward's.

For the rest we rejoice that the "Constitutional Crisis" which was so glibly predicted by some newspapers has not arisen. There never has been any crisis in the sense of a threat to the existence or further functioning of the Constitution. The British people has not practised the art of self-government for many centuries without growing skilled in its difficulties.

Throughout the past days the people at home and overseas—you and your neighbours—have remained calm, full of good sense and sympathy with both points of view, the King's and his Ministers'. You have all realised that an enduring way out of the difficulties must be found by the King and the Cabinet, and the Crown must be restored to its former position above all Parliamentary and public controversy.

Not so some newspapers. Certain of them, which enjoy large circulations, have openly advocated courses which would have made this unhappy business a bitter political question, they have tried to stir up the passions of their readers.

They have attempted to present the issues involved in a petty and partisan spirit. Because of your good sense and stability they have failed.

But such tactics deserve your scorn, as surely as they have earned the contempt of the King they professed to serve.

Ultimately, we believe, this tragic story of King Edward's love for Mrs. Simpson will serve to strengthen the deep bonds of love and loyalty which unite you to the Throne, and to the man who is called to the heavy duty of occupying it.

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The Monarchy must remain the axis round which the British Commonwealth of Nations revolves. Its existence and prestige are far more important than the personal happiness of the man who at any moment wears the crown.

Our King can only preside over us as a Constitutional Monarch. The moment he tries to disregard the advice of his ministers he loses all his magic touch as the bond which holds the Empire together.

Remember all this, and decide for yourself the problem of the King and Mrs. Simpson. There can only be one answer. Mr. Baldwin has been right; the men who have tried to drag the King into Party politics have been wrong.

Last, a word of warning: Whatever may come, do not be carried away by sentimentality. Let your head as well as your heart decide your opinion. Do not forget that duty and character, as much as personal affection, should guide every man, be he King or subject.

Straight From the Shoulder

SHOCKING WASTE OF PUBLIC MONEY

WITHOUT a murmur Middlesex County Councillors have approved expenditure of nearly **£500**, not for additional relief for Christmas, but for the expenses of the inauguration ceremony of the new super sewage disposal scheme at Isleworth.

More than five million pounds was spent on the drainage system, and it is a health service of the first magnitude.

But for the £500 nothing was gained, except a free outing for a handful of public men who can very well do without that sort of thing.

Marquee Cost £269

Refreshments which cost nearly £100 were served in a marquee which cost £269 to put up. Sir Kingsley Wood, the able Minister of Health, who performed the inauguration ceremony, spoke of the value of the scheme. Sir William Prescott, chairman of Middlesex County Council, said he hoped similar projects would be undertaken all over the country.

A very expensive cigarette-case was presented to Sir Kingsley. It cost £24. To make sure that the men who had not built the machinery should hear it being started up a sum of £52 10s. was spent on the hire of amplifying apparatus.

All Unnecessary

None of this expenditure is necessary while money is needed for the essential tasks of relieving distress.

If other local authorities are thinking of similar schemes they can save at least £500 by cutting out this kind of high jinks, which are all out of place at the opening of a sewage scheme, even if it cost more than five million pounds.

M.P.s Awash

We're glad the Thames overflowed, washed the House of Commons Terrace. We're almost sorry it didn't invade the House itself and force M.P.s to take to boats.

That might have made them think of the districts which have as many as *seventy* floods a year, to say nothing of the flooded areas which cannot get decent drinking-water.

For we fear it will need a pretty drastic object-lesson on their own doorsteps to make them legislate the national water grid which the public wants, which JOHN BULL has long demanded.

Pass This Bill!

Better luck to the Inheritance Bill, being introduced into Parliament tomorrow (Friday)! Its three predecessors failed to win the fickle ear of Parliament.

No need for us to stress the hardship, injustice and humiliation caused by men leaving their property away from wife and family.

So long as a man is responsible for maintaining his wife during his lifetime, there's no reason why he should be allowed to leave her destitute after his death, but to enrich someone else.

This time, M.P.s, you must pass this Bill.

Money For "Nerves"

Just now it is easy to get money for anything connected with defence. Mr. Neville Chamberlain has told the Royal Society that the Government has allocated £3,800,000 for research in connection with defence.

Yet the Institute of Medical Psychology urgently needs £30,000 for maintenance and for a new in-patient building. This institute deals with industry's nerve victims, and is as much a line of defence as aeroplanes or guns.

Bogus Directories "Clean Up"

Two crooks have already been sentenced in the Public Prosecutor's drive to clean up the "bogus directory" swindle, a campaign which JOHN BULL forecast.

We said that there would be at least twenty-two prosecutions. Sentences have been passed at the Old Bailey of eighteen months and fifteen months respectively, and a third man has been bound over. At Leeds there was a sentence of four months.

What we wrote about the tricksters who imposed on business men with their out-of-date or non-existing directories was endorsed by the Common Serjeant, Mr. Cecil Whiteley, K.C.

Admirably quick work by the Public Prosecutor!

No Council Of State, Sir John

Mothers Must Be Heard

Fire Alarms Farce

Sir Kingsley Wood at the opening of the £5,000,000 sewage scheme

Stalin Replies

Stalin has an ace up his sleeve. He is not letting Germany and Japan get away with their anti-Red pact without a reprisal.

And that reprisal will be a Sino-Soviet pact, shortly to be signed. It will be the exact opposite of Hitler's diplomatic coup.

Both the Soviet Government and the Nanking Administration are working busily on its last stages. Under it, Nanking will cease hostilities against, and closely collaborate with, Soviet China.

Their Savings

Recently we commented on the Air Ministry's suggestion that airmen should put their savings in the Trustee Savings Banks. It's pointed out to us that these banks are Government-controlled, operated without private profit.

But we still wonder a little why the Post Office Savings Bank wasn't mentioned in the Air Ministry's advice.

Idle Threats

Col. A. S. Redman, West Midlands Traffic Commissioner, threatens to revoke the licences of road transport firms convicted of speeding, overloading and failure to keep proper time-sheets.

That would be a little consolation for the drivers who, in countless prosecutions, have had to take the blame and the sack as well.

But we've had too many threats from the Traffic Commissioners. Time they stopped talking and did something!

FOR two years a war veteran, his wife and eight children lived in two small rooms. Then the husband died after a long illness. The widow has been given notice to leave her rooms as the building has been condemned, and is scheduled for demolition.

For twelve years this brave woman has worried Poplar Council for a house; she has written to the L.C.C. and the Minister of Health.

"I Love Them"

The Public Assistance Committee has suggested that some of the children should be cared for in an institution until a home is found, but the mother writes: "I love my children. They are my only comfort, and I do not wish to part with them. Why should I?"

Why should she indeed. She works for them, sews for them, and would do even more if she could. "After all," she adds, "they are human and want to live decently. I could not have been treated worse if I had been a criminal."

No Council Of State

Sir John Simon, Home Secretary, has been explaining to City Conservatives that, really, there is not much left to fight about in the House of Commons.

What he and his Press supporters mean is that they think that everything in the British garden is so lovely that the National Government can go on for ever. Of course—because Sir John would never get a seat except in a National Cabinet.

What they are driving at is a kind of Council of State which would rob the House of Commons of all right of criticism, because all Parties would be in it, and everyone would be tongue-tied like the patchwork Parties that make up the National Government.

Dangerous Proposal

That is a bad, reactionary and dangerous proposal, for it implies that all our problems are solved, and that electors are content to be silenced while the unemployed go without work and the Black Areas are left to decay.

Are you afraid, Sir John, that the remnant of your Party is in danger of being wiped out and you want to stake a claim for it in a Council of State?

Hitler's New Death Law

Death is the penalty decreed by Hitler for any German who sends his fortune abroad or retains it there. It will be easy to carry out this new piece of brutality in Germany, but even Hitler will find it difficult to bring back Germans who have the good fortune to live outside the Nazi paradise.

No one has yet catalogued the complete list of Nazi legal enormities.

"Blue Paper" Nonsense

The "blue paper" terror has found a new target. This time it is an Edinburgh business man whose venture was not a success. Manfully he paid all his big debts, and the only account outstanding is one of 6s. 9d. That is not a bad achievement for a man who is on relief.

On the outside of the blue envelope, sent from Status Agency, Ltd., Royal Exchange Square, Glasgow, C.1, is a statement that the contents refer to intended court proceedings.

We advise the recipient of this cheeky letter not to pay any attention to the "blue paper," which has no legal force.

CHRISTMAS

Owing to the Christmas holidays, the issue of "John Bull" dated December 26 (Boxing Day) will be on sale on Wednesday, December 23

Cheers For Jeers

In Middlesbrough they have their own way of dealing with elected representatives who will not listen to public opinion. In this case public opinion objected to having a refuse destructor built in a working-class area.

Jeers from hundreds of people greeted the corporation Health Committee when it made a tour to select a site. There were so many jeers that the committee has decided to select another site.

This is a good sign. Could not our M.P.s jeer the Government until it does something to destroy a good many "plants" to which the nation objects?

It Still Goes On

Foot-and-mouth disease again. More herds of fine cattle are slaughtered and burnt. More fortunes being spent in compensation to the farmers. More confessions of hopeless failure to tackle a problem which has already cost the country millions.

And again we have to ask the obvious question: Why is so much being spent on destruction, so little on research that would end the need for destruction?

First Aid Needed

Victims of accidents in Northamptonshire have long rides to hospital in ambulances—when they can get them.

The principal hospital in the county of boots and shoes is at Northampton, and injured factory operatives as well as general cases have to travel twelve miles from Rushden (with a population of 15,000) and eighteen miles from Raunds (with a population of 3,500).

Wait For Ambulance

One of the principal hardships is that the injured of Raunds have to wait until an ambulance is sent from Rushden. And there is the long ride to the hospital in Northampton.

Alert councils will soon find a way out of this difficulty, for if it is not easy to provide a hospital it is easy to buy an ambulance.

Up The Garden Path

Unemployment insurance for gardeners works against the men it was designed to benefit.

If a householder engages a gardener he is not insurable, but if a firm of gardeners engages the same man to do the same work he is insurable. The pay in any case does not exceed a 1s. an hour.

Gardeners, there is one solution. Join your union, and see that you are strong enough to make your claims heard.

Public Neglect

Public kindness is always ready to step in to help in cases of hardship neglected by organised authority. A case in point is that of a brother and sister living in a disused cowshed at the foot of Prescelly Mountains, near Narberth, West Wales.

A fund has been raised by voluntary subscription, and the district surveyor has prepared plans for a decent home. Public kindness is to be highly commended in this case, but that is no reason why the local authority should escape its duty.

Fanning The Flames

In most towns, if you discover a fire, you just dash off to the nearest alarm and ring the bell. In most country places, you telephone the brigade, or get a policeman to do it for you.

But not in rural Durham. There, before even a constable can summon the brigade, he must find a local councillor and take him to the 'phone to confirm his message.

The idea, of course, is to let the flames get a real hold and thus give the firemen a real job when they eventually arrive.

By John Drinkwater

EDWARD The CANDID

—He Speaks His Mind

SOME months ago, at the time I think it was of the revolver incident in Hyde Park, in speaking of Edward VIII's physical courage, I added that he also possessed intellectual courage, an altogether rarer thing.

When he served in France during the war his position as heir to the Throne obliged him to avoid the risks to which, nevertheless, he was constantly tempted to expose himself. Those responsible for his safety had an anxious time, but they kept him out of harm. At the conclusion of peace, however, he was able to say that in those years of eager if necessarily restricted service he had found his manhood.

From that moment—he was twenty-four at the time—he began to establish himself in the public mind as a Prince devoted to duty, ready to accept the burdens of its routine, and yet quite fearless and independent in his opinions.

Great personal charm enabled him to travel the world as our best ambassador, raising the prestige and popularity of Britain wherever he went, and yet all the time absorbing experience upon which he never failed to put his own quick-witted construction.

The consequence was that when he came to the Throne he was accomplished in a degree that has rarely, if ever, been possible to a British sovereign.

He knew the world, he knew the ways of men and women in every class of society, and he had seen, often as an active participator, every phase of national life.

⁂

His entirely unsheltered existence had brought him freely into contact with the raw material of problems about which persons in his exalted station commonly know only by report.

Shrewd common-sense and a cheerful disposition that could be invigoratingly sharp-tongued on occasion contributed to a character that would have been remarkable in any walk of life.

Born at another inheritance, at the age of forty he would certainly have risen to eminence in any calling of his choice.

Allied to the privileges of his great office, this personal equipment made him, on his accession, perhaps the most conspicuous figure in the world. The man and the occasion represented a union of gifts with opportunity from which it was hardly possible to hope too much. It seemed that the infinitely delicate task of adapting our constitutional monarchy to the rapidly shifting necessities of modern life could not possibly be in fitter hands.

Such, in brief outline, was the character of the man who came to the Throne just under a year ago.

From the first as King he displayed that intellectual courage by which, and by which alone, the character could achieve full expression.

His advisers were at once aware of his determination to see, to know, to examine everything for himself. His direct mind was impatient of circumlocution and the traditional delays of business routine.

⁂

Plain answers to plain questions were his habit, and if he wanted information from outside he did not send for a secretary to send for someone else, he just rang up on the telephone and asked for it. Small matters of conduct perhaps, but symptoms of a searching resolution to do his vastly exacting job with thorough-going competence.

Some of the older hands were a little startled at first, but even they soon recognised that the new methods indicated nothing but generosity of spirit.

The King might be disconcertingly in a hurry and awkwardly enquiring, but it clearly was with one purpose only. When I first began to write these notes I called Edward VIII, King of the People and Man of the People.

It was plain from the outset of his reign that he meant in a very practical sense also to be Servant of the People.

He lost no time in revealing the particular kind of service to which he intended chiefly to devote himself. He took such ceremonial occasions as inspection of troops or the State opening of Parliament easily in his stride, playing the traditional part of King with his own quiet and always assured grace.

Deeply moved, he said "Something must be done"

With the Army, the Navy or the Air Force he was alert, critical, encouraging. He entered alike into the detail of Coronation plans or the fluctuations of international policy with zest and understanding.

Soldiers, diplomats, business men and officials all found him a ready listener with experienced ideas to contribute to almost any matter in hand. He was tackling the stock business of the Crown with a fresh and vivid intelligence, keeping strictly to the book, but lending a touch of his own quality to everything that was going on.

⁂

In one sphere of his activities, however, he was a different, it may almost be said a transfigured man. Whenever his mind was occupied with the problems of his poorer or distressed subjects it became possessed of an evangelical passion.

Paying an unexpected visit to the industrial training centres for the unemployed, he himself shone with the new hope that these men were finding after long despair.

Walking through a poverty-stricken area in the North, he could say with paternal tenderness to a bewildered small boy, "Yes, sonny, I'm the King." Welcomed with deeply pathetic affection in the desolations of South Wales, he was not ashamed to let his lip tremble, nor afraid to say "Something must be done."

Some censure was levelled at him for this. How anything but wilfulness could misconstrue his motives or attribute unconstitutional intentions to this simple human kindness no generous mind could understand. "I will take a message back from you to the men who are trying to better your lot. I will speak for you in their counsels, saying what I have seen." That is a plain interpretation of his own simple words. No other should have been possible.

This was noble work for a King, and Edward VIII applied himself to it with an absolute honesty of purpose. In everything he took any short cut that this honesty might suggest.

⁂

On his holiday cruise he sacrificed much of his greatly needed rest in order to make unofficial diplomatic contacts that did his country unquestionable good.

Finding that the Royal estates at Sandingham were not working as a going concern, he promptly took practical steps to reorganise them without reference to precendent. He was willing always to face facts.

The same integrity characterised his part in the crisis with the Cabinet. Wishing to marry a lady for the venerable reason that he loved her, he said so without equivocation. I do not propose for the moment to discuss the rights and wrongs of the differences that arose from this announcement, but there is one aspect of the matter upon which too great emphasis cannot be laid.

Both his wish and his manner of expressing it were prompted by a candour that honoured alike his character and his humanity.

The constitutional issues involved are, as I say, beyond my immediate purpose, but that in raising them Edward VIII acted with the magnanimity and intellectual courage that have marked him from the first there can be no question.

Exclusive Informations Directed by Sir Wyndham Childs

Alex. Grassie—one of the arrested men—now restored to his family

MONSTROUS WRONGFUL ARRESTS

THE arrest of two Glasgow unemployed men, William Brown and Alex. Grassie, by the Glasgow police recently is a scandal that demands ventilation.

Brown and Grassie were both in their separate homes in Sandyfaulds Street, Glasgow, when at midnight the police called on them simultaneously.

Brown's wife and four children were roused from their beds; Grassie's wife and five children were likewise disturbed.

The shock of the midnight intrusion to Mrs. Brown, an expectant mother, can be better imagined than described.

Both husbands were marched off to the Central Police Station, and there detained for more than forty-eight hours on a charge of housebreaking.

* * *

In the meantime, their homes in Sandyfaulds Street were searched, presumably in search of clues that might implicate either Brown or Grassie in a robbery.

It is significant that not the slightest trace of evidence of any kind was found, though it was almost dawn by the time the police left the distressed wives and families of these unfortunate unemployed labourers to wonder what it was all about

Nor was anything found on the persons of either Brown or Grassie, yet still they were detained, all through Sunday, over Sunday night and throughout the following day.

It seems that a public-house in the neighbourhood had been broken into, though how it came about that the Glasgow police raided the homes of Brown and Grassie is a mystery, for neither has at any time in his life been in trouble. Both are honest men. That they are out of work is their only misfortune.

Over the long week-end, from the early hours of Sunday morning until Tuesday, during which time Brown and Grassie languished in a cell, both wives had to make journeys to and from the police station with food.

The distance from her home in Sandyfaulds Street to the Central Police Station is well over a mile.

We need not stress the mental anguish of Mrs. Brown in her delicate condition. Her baby girl was born a few weeks later.

Then on the Tuesday morning the men were released.

Mr. Buchanan, M.P., has raised the question of their wrongful arrest and imprisonment in the House of Commons, and has secured an official admission that "the proceedings against both men have been dropped."

That is all very well, but is no one to be reprimanded for such disastrous blundering, the effect of which must be to hamper William Brown and Alex. Grassie still further in their search for work?

Surely the arrest of two innocent men, the dreadful ordeal to which their wives and families were subjected in the small hours of the morning, must not be so lightly dismissed?

Whether it is possible or not to grant the wronged men compensation for all they have suffered, our readers will agree that the whole circumstances should be officially probed.

Star-Gazing Fee-Snatcher

MEET Professor Ezive, the man who reads the stars for you and casts horoscopes for practically nothing—to begin with. First you buy a sixpenny horoscope from a small shop, and find among a hundred other things that for a mere guinea you can have a personal horoscope that will be of the greatest help.

If you think a guinea is too much there is an alternative of a character reading for half-a-guinea provided a photo is sent.

Professor Ezive says he is very good at character reading.

If none of these unprecedented offers is attractive you can still have a "specially lucky charm on receipt of a shilling."

So, no matter which way you turn, the professor is always ready to meet your needs.

The star dazzled professor has thousands of these sixpenny envelopes sent from a dirty basement in Soho, where the staff consists of a boy and a girl.

Small shops get 25 per cent. commission for selling the envelopes.

To obtain one of these "personal horoscopes" the sixpenny customer is asked to write to a very smart address, 125, New Bond Street, London, but it appears that the landlord there is a better character reader than the professor, who has been turned out for not paying his rent!

* * *

"Truth will always prevail," says Professor Ezive, in one of his leaflets, and we think it will in this case if people will only think for a few minutes before wasting their money on rubbishy horoscopes.

The best place for his [illegible] circulars is the waste-paper basket.

FAMILY OF SIX CRUELLY EVICTED

EVICTIONS of any kind are necessarily grim affairs, but the circumstances in which a mother and her four young children have been turned out of their cottage home at Wayland Farm, near Looe, Cornwall, will horrify every parent in the land.

The family concerned is that of Mr. Leonard Collings, who was away at work when the eviction took place. It is true that he had received due notice to quit, but he had scoured the district to find another cottage and had also applied for a Council house at Looe without success.

He had hopes of obtaining another home for his family in a few days; but meanwhile the farmer, who owned his cottage, wanted it for his own use, and was granted an order for possession.

Then, one afternoon, without waiting for the father's return, Authority stepped in and turned the distracted mother and her children into the street.

All four children were suffering from whooping cough. The eldest is just five years old; the youngest is a baby of three months. Their plight was piteous.

The first intimation that something was wrong came to the father as he was returning from his work and discovered his wife and children weeping disconsolately by the roadside.

Without shelter, and with night coming on, the father gathered his distressed family together and took them to Liskeard Institution, where they received every consideration from the Guardians, who arranged for the children to remain with their mother in the women's casual ward.

As a further tragic sequel to this callous eviction Mr. Collings has been forced to go farther afield in order to secure a new home. He has found a cottage at Lanreath, but this is so far from his former work that he has had to find alternative employment at a wage that is ten shillings less than he was earning before.

* * *

The sentiments of the Guardians who befriended the family will be echoed by everyone who reads this story.

"If that is the English law, it is horrible," is the view of the relieving officer, Mr. A. J. Morcom. "I quite agree the farmer had an ejectment order, but the family was put out; they would not even wait until the father came home from work. It did seem callous."

Another Guardian, Miss S. G. Little, declares: "It was disgusting to put them out with a little baby three months old."

We have repeatedly condemned the practice of depriving people of their homes without providing alternative accommodation for them.

The tragic case of the Collings family is one more example of an intolerable form of tyranny that should find no place in Britain!

Shady Theatre Boss Exposed

AN advertisement appearing recently in a theatrical journal invited actors and actresses—"all lines"—to apply for engagement during a winter season at the Theatre Royal, Stratford, London.

There was also an intimation that a play producer was needed.

Behind that advertisement lies the effort of a Mr. John Williams, of Romford-road, Forest Gate, to revive his rather desperate fortunes as lessee and manager of that particular theatre.

Now Mr. Williams has been operating at Stratford for the past 18 months. He has during that period accumulated endless debts. He has victimised a number of theatrical artists, and has figured, on two occasions, as the defendant in police-court actions.

It is time, therefore, that the true methods of Mr. John Williams were made known to the public.

Judging by a sample which has reached us, contracts given by Mr. John Williams to members of his company are peculiar. This one contract reads as follows:—

"I, John Williams, of the Theatre Royal, Stratford, London, E.15, hereby agree in consideration of . . . . . having advanced to me the sum of £20 (the receipt of which sum is hereby acknowledged) to engage the said . . . . . and . . . . . as artists in my repertory company for a run of 18 consecutive weeks or longer, commencing on August 16, 1936, at a joint salary of £7 per week for the first 15 weeks, and £5 per week thereafter."

The actor who paid Williams £20 for the opportunity of playing at the Theatre Royal, Stratford, is still owed a part of the promised salary. In addition he holds I.O.U.s from Williams for more than £80. He even had to advance Williams money with which to pay the theatre water rate.

Mr. John Williams

Other artists have suffered in a similar way. Williams owes them considerable sums of money, which they have little chance of collecting.

A few weeks ago Williams was summoned at the West Ham Police Court for play piracy. It was alleged that he presented knowingly and for profit a play called "The Joan Danvers" under the title of "The Coffin Ship."

Another play "Square Crooks" was also performed under the false title of "Two Wise Guys."

For this outrageous infringement of copyright, Williams was convicted. He was fined £20 or in default imprisonment for one month. A plea for time to pay was refused by the magistrate, and thereupon, later in the same day, Williams produced the money.

Persistently Williams had neglected to pay the Unemployment and National Health Insurance contributions in respect of certain of his employees.

Because of complaints made against him on this score the Insurance Commissioners took proceedings, and Williams was fined for his offences.

Obviously Mr. John Williams is a man unfitted to carry on as a theatrical manager and producer. The sooner he discontinues his Theatre Royal enterprise the better.

Radio entertainers, whose popularity the British Wireless Association would put to the vote

WIRELESS FANS, BEWARE!

A CONCERN calling itself the British Wireless Association, of Sentinel House, Southampton Row, London, is seeking subscriptions of 5s. a year from owners of radio sets. Its undertakings are ambitious, to say the least.

According to a circular, the Association has been brought into being to enable listeners to voice their complaints, at the same time suggesting to the B.B.C. any changes they would like in programmes.

"A request by an association which has as its members the bulk of British wireless users must obviously carry more weight," this inspiring leaflet runs. Added to which the British Wireless Association offers not only free service, but also free legal advice.

It is on the telephone with thirty lines, and it boasts a telegraphic address. Recently it was advertising for representatives in the "situations vacant" columns of daily newspapers.

"Ladies or gentlemen, nothing to carry, £1 a day easily earned," ran its announcements, and the opportunity seemed so good that a reader in Malden, Surrey, kept an oppointment with one of the principals of the Association.

He was offered a position as supervisor at a salary of £4 10s. a week, in charge of canvassers, whose remuneration is fixed at 2s. for every subscriber enrolled. The supervisor himself was offered a further sixpence commission on the original 5s. received from each member.

It is estimated that there are 7,000,000 listeners in this country.

At that rate, if only one in seven listeners enrol, the British Wireless Association can count on an income of £250,000!

And such is its generosity with subscribers' money it would pay out half that sum to the canvassers and supervisors engaged! *Lucky canvassers*, trotting from door to door, seeking to know whether listeners prefer light music to sports talks, or symphony operas to dance music!

The British Wireless Association so far boasts neither a president, nor officers, or a committee of any kind, and we are in the dark as to its constitution.

The name of a Mr. W. I. Heywood-Ball appears on the headed notepaper, in such a way as to suggest that he is the proprietor.

This, however, is misleading, for the official file at the Registry of Business Names gives the name of the proprietor as Mr. Earle Duncan Douglas—a person who is not identified with the Association's printed matter.

The thirty telephone lines boasted on the circulars now being sent out belong to the general office block in which rooms have been rented.

In these circumstances listeners should demand many more details regarding the constitution of this one-man Association before parting with their subscriptions—half of which, it should be remembered, will be swallowed up by the payments to supervisors and canvassers!

ARTFUL LINO DODGERS

THE linoleum racket should have been laid out flat long ago, but it has been unrolled in a new form in many parts of the country. JOHN BULL readers have written giving proof of a brazen form of swindle that has been adopted to trick women who are keen on a bargain that will make their homes look nicer.

This is how it works. A man or woman, or sometimes both, calls on a householder offering a roll of linoleum for about 15s. The measurement is given as sufficient to cover the average living-room.

Of course, not all women have the money available, and that is just what suits these salesmen. "All right," they say, "we'll call again."

They do call again and say that (pretending they have sold all their rolls of lino) they are prepared to let the last one go at 9s. as a "special bargain" to this particular woman.

When the lino is laid it is generally found to be several square yards short of the original measure given, for the simple reason that a piece has already been sold.

At the first call these lino swindlers unroll the lino, but on the second occasion they do not, though it is rolled loosely to look as bulky as at first.

So if you are ever persuaded to buy lino at the door, see that it is measured in front of you.

QUEER ASTHMA "CURE" RAMP

WHILE the best brains of the medical profession have failed to find a cure for the distressing affliction of asthma, this does not prevent Mr. Victor Richards, of Norfolk Street, King's Lynn, from claiming to have discovered "a real remedy at last."

He attracts sufferers by offering seven days' free treatment, and when the gift has been accepted, explains how necessary it is to take the full course of treatment, lasting seventy days, at a cost of two guineas.

To inspire confidence, he tells how he suffered from the age of one year for thirty-nine years from chronic asthma.

"When I tell you," adds Victor Richards, "that you can be completely rid of your malady for two guineas, you may not believe me."

This scepticism, which he is clever enough to anticipate, if not to dispel, will, we hope, be shared by thousands.

There are millionaires and thousands of wealthy people who have sought the advice of specialists throughout the world, and are still seeking a cure, yet this King's Lynn wizard claims to have succeeded where medical science has failed!

Well may he write: "You may not believe me." We award him the palm for reading our thoughts.

* * *

Those who apply for his seven-day treatment receive a collection of powders, a "special" capsule, and a packet of green pills, with elaborate printed instructions that are doubtless intended to impress the sufferer.

The treatment, which is somewhat complicated, consists of taking the powders, pills and capsule in certain sequence at various periods of the day and night.

Any sufferer who has the patience and credulity to continue this treatment for a period of seventy days deserves to be cured of his malady, but we urge our readers to keep their guineas.

Victor Richards boasts in his advertisements that his father was for forty years a London City missionary, but what particular bearing this has on his claim to cure asthma is not clear

However, we award Mr. Richards full marks for persuasiveness. He tells how he discovered his system of treatment, and writes easily of sub-nervous control, vasomotorial balance and the rest.

"You may like to know how this system was evolved," he writes. "A friend brought me news of a certain Chinese plant the extract from which had a truly remarkable effect in restoring vasomotorial balance."

So, after much difficulty, Richards succeeded in obtaining supplies of this magical Chinese herb, but this was not enough, and eventually after great trouble he evolved his threefold treatment, which, in order to benefit humanity and himself, he is prepared to sell at two guineas.

Nor does his zeal end there. "Don't let *anything* stand between you and *immediate benefit*," he writes in a postscript, adding that he is prepared to sell his treatment in "units" and accept payment by "instalments."

Those who do not respond readily to his initial offers are pestered by a pressing follow-up letter, urging them to take advantage of these instalment terms.

In spite of this man's plausibility, we remain unconvinced. Sufferers will be wiser if they consult their family doctor.

Girl's Hospital Death Scandal

Audrey MacDonald, victim of a lamentable blunder

THE desperately high pressure at which doctors and nurses are compelled to work at the Royal Northern Hospital was responsible for the death of Audrey MacDonald, of Weston Park, Crouch End, London.

Though we acknowledge the splendid record of this most famous of our voluntary hospitals, we are bound to say that this tragedy should never have occurred.

A twenty-one-year-old secretary, clever at school, daughter of the widowed wife of a former Army officer, champion swimmer, fond of tennis, Audrey died because a nurse miscounted the swabs that were used in an operation.

The operation, of a simple enough character, for an internal complaint, took place 12 months ago, but it was only recently that this poor girl was obliged to go to another hospital for a second.

We may feel sorry for the overworked nurses whose duty it is to count, cleanse and recount the hundred-and-one instruments and accessories.

* * *

Following her first ordeal, Audrey MacDonald was often in pain; for a long time unable to work. It was obvious that something had gone wrong, yet it was not till nearly a year had passed that the second operation was attempted.

The missing swab was then discovered, but too late, for Audrey developed peritonitis, that resulted in death.

A verdict of "accidental death" was rightly returned, but that is poor consolation for the bereaved mother, Mrs. MacDonald, who worked as a waitress in order to afford her daughter an education and to fit her for the world.

Tragedies of this kind are of all too common occurrence, and it is time something was done to relieve both doctors and nurses of pressure that is attended by so much risk.

DOORSTEP GOLD SWINDLE

HOUSEHOLDERS should be on their guard against two men engaged in a door-to-door gold ramp up and down the country.

An interesting pamphlet is dropped through the letter-box announcing a sensational rise in the price of gold, and that a reputable London firm will send its representatives down to purchase sovereigns at £2 each and fine gold at £7 an ounce.

This is followed later by the arrival of the firm's representatives, who prove so persuasive and plausible that many unsuspecting householders have handed over their jewellery on the understanding that payment would be made by the supposed London firm by return.

They are still waiting for their cash!

Readers are warned to watch for these two tricksters.

It is believed that they were operating recently in the North of England, as similar complaints have reached the Newcastle police.

Anyone approached by strangers in this way should notify the local police with the least possible delay.

Fantastic offers should strike a warning note. The present price of sovereigns is round about 32s. 6d. They have never reached the £2 mark.

CAUGHT!

ELUSIVE, handsome "Dr." James O'Connor is safe behind prison bars for the next twenty-one months. We exposed him as "Dr." O'Connor, Curragh, Cormach or Crawford. Though he had many names, he had only one purpose—to obtain money by false pretences.

He admitted thirty-eight other offences apart from the one with which he was charged. So this specialist has been struck off our role of easy-money snatchers.

INVALID
PORT
PER BOTTLE 4/6

4/6
W & A GILBEY
INVALID PORT
GILBEY

The wine of health and hospitality
GROWN BY
GILBEY'S
Gilbeys
WINES & SPIRITS

The LISSEN OLYMPIAN

On top of the world for quality and value.
There has never before been a set quite like the 'Olympian'. Make certain you hear it before deciding on your new receiver. More expensive sets may have had its quality of tone and performance. Lesser sets may have had its price. But one thing is certain. No set has ever offered, at such a reasonable price figure, all the remarkable features of the 'Olympian'.

For those who require a battery receiver, Lissen Model 8311 T.R.F. Receiver is the alternative to the Lissen 'Olympian'. Its tone, power and selectivity make it as outstanding as the 'Olympian' itself. At its price it also represents record-breaking value.

Remember to ask for the Lissen 'Olympian' by name—insist upon it. Otherwise you may be missing the greatest opportunity radio buyers have ever had.

7 GNS
FOR A.C. MAINS OPERATION

BATTERY OPERATION
6 GNS
COMPLETE WITH BATTERIES

Model 8365. 4 modern valves (including rectifier) in special band-pass circuit. Tone control. Moving-coil loudspeaker. Realistic reproduction. High sensitivity. Keen selectivity. Handsome appearance—all at the record price of 7 GNS.
H.P. Terms: *9/5 down and 12 monthly rentals of 13/3; or 9/5 down and 18 monthly rentals of 9/5.*

LISSEN

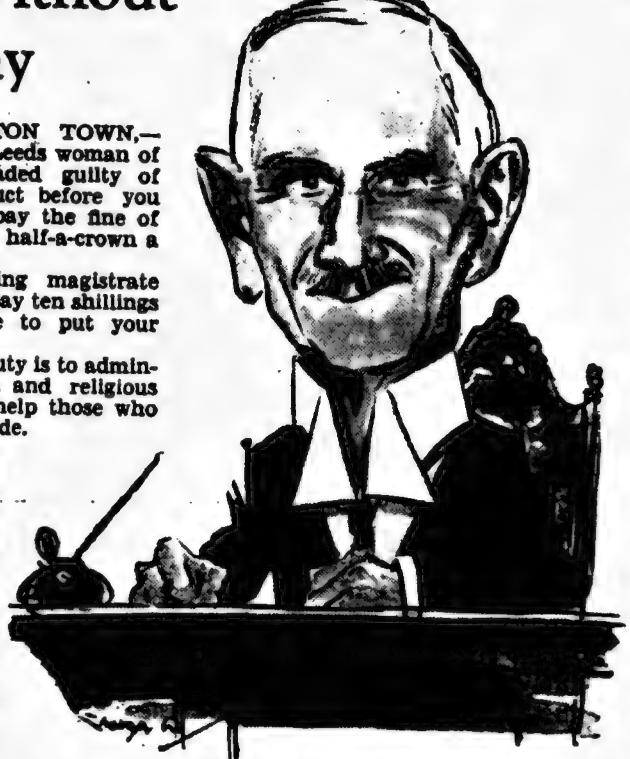
Model 8311. 3-valve circuit with variable-mu H.F. pentode, triode detector and power output pentode. A special Droitwich filter is incorporated giving maximum freedom from interference in all parts of the country.
H.P. Terms: 8/1 *down and* 12 *monthly rentals of* 11/5; *or* 8/1 *down and* 18 *monthly rentals of* 8/1.

LISSEN LIMITED, ANGEL ROAD; EDMONTON; LONDON; N.18.

CANDID COMMUNICATIONS

J.P. Must Explain or Resign

—And Without Delay



Mr. J. Clifton Town, J.P., of Leeds

DEAR MR. CLIFTON TOWN,—When a young Leeds woman of the streets pleaded guilty of disorderly conduct before you she offered to pay the fine of one pound at the rate of half-a-crown a week.

You replied, as presiding magistrate that day: "No; you will pay ten shillings a week. You will have to put your price up."

As a magistrate, your duty is to administer the law; as a man and religious worker, your task is to help those who have fallen by the wayside.

Your remark, however, can be taken to suggest that this street woman should go on with her awful trade so that the fine should be paid quickly.

If you have any explanation to offer, do so next time you take your seat on the Bench. If you have no explanation, do not take your seat again.

JOHN BULL.

Sir R. MACONACHIE,
New B.B.C. Talks Director

DEAR SIR RICHARD,—So they've chosen you from more than 800 applicants, and I hope it means you're the best possible man for the job.

To be frank, I'm not impressed by the fact that you are a diplomat and for five years were British Minister at Kabul. My only concern, as with millions of other listeners, is whether you will succeed in making radio talks more attractive to the ordinary man and woman.

Even complex subjects, you know, need not be dull; the topical talk is always preferable to the cold discourse about something that happened ages ago.

Anyway, I wish you luck—for the listener's sake as well as your own.

JOHN BULL.

Sir WILLIAM COATES,
Chairman, East Lancs Territorial Assoc.

DEAR SIR,—While the Army is busy at Aldershot building up the bodies of under-standard recruits, you are blaming women for the defects of would-be soldiers.

A good deal of malnutrition, you say, is due to the fact that modern women cannot cook as well as their grandmothers.

Why not, as an experiment, give the women of Lancashire the same food in the same quantities that are supplied to the troops, and see whether the health of your prospective recruits improves? Have you heard of the effect of overcrowding on health? JOHN BULL.

The COMMITTEE,
Nat. Institute of Industrial Psychology

DEAR SIRS,—I agree that most grievances of factory workers unsuspected by the management are due to the bullying of foremen. But you mustn't forget that some unscrupulous employers think a big output can only be obtained by keeping their workers in a chronic state of fear.

That such employers are a curse to the industrial world goes without saying. But they will never be eliminated until the workpeople are strong enough to demand that every bullying overseer shall be fired. JOHN BULL.

Mr. BRIMLEY RICHARDS,
Neath

DEAR MR. RICHARDS,—A miner yourself, you've good news for every miner, lots of other workers.

The case you have just won in the House of Lords means that a workman who is certified as disabled by an industrial disease, then resumes work at his full wage, can still obtain compensation at a later date if the disease persists. And he can get compensation without having to furnish a new certificate of disablement.

Congratulations on securing this sensible and humane interpretation of the law. JOHN BULL.

The COUNCIL,
Royal National Lifeboat Institution

GENTLEMEN,—For several hours the Shoreham and Newhaven lifeboats were beating about in the fury of the recent gale with instructions that each was to find and warn the other to return to harbour immediately.

Ever heard of wireless? And if your boats aren't equipped with it, it's time they were. JOHN BULL.

Churchill Rallies Peace Lovers

A Man Who Should Be Censured

Rt. Hon. WINSTON CHURCHILL,
Statesman

DEAR WINSTON,—I have often differed from you in the past, but in recent speeches you have said the things and advocated the policies which should have come from Mr. Baldwin and his Ministers.

With most of your proposals for the maintenance of peace every sane man will agree. I endorse what you said about preventing what nearly everyone calls "the next war." Your hope is a revived League of Nations. That is also mine.

With power on the side of Right, as represented by the League, nations would be encouraged to lay their claims and grievances before an international Parliament.

Keep it up, Winston, you may have a chance to prove your claims soon.

JOHN BULL.

Mr. HUBERT FRANK PODMORE,
Kingsland (North Herts)

DEAR SIR,—At the inquest on your eighty-two-year-old father your excuse for neglecting him and keeping the house in a filthy condition was that he was strong-headed and would not have anyone to look after him.

A doctor said your house was the most disgusting he had ever seen. The coroner said your behaviour was unnatural and he trusted that you would be severely censured by everyone you met. I hope so, too. JOHN BULL.

Mr. ERNEST BROWN,
Minister of Labour

DEAR SIR,—You are always news these days. The Unemployment Insurance Statutory Committee has been asked to report on the financial condition of the Unemployment Fund as it stands at the end of the year.

The public has been invited to make representations, and as I represent a large section of the public, I offer a suggestion for the benefit of the unemployed. The Fund has a surplus of over thirty million pounds, and additions are being made at the rate of over two million pounds a month.

Why not use some of this huge surplus to increase the benefits of the unemployed, especially by giving bigger allowances to children. Then they might get food as good as that supplied to the under-standard recruits at Aldershot.

JOHN BULL.

Mr. GWYN MORGAN,
Adelaide, Australia

DEAR MR. MORGAN,—Your gift of £25,000 for converting a London mansion into a hostel for Welsh unemployed is a benefaction which deserves tribute from the whole nation.

Modestly, you have declined to discuss publicly this fine and timely gesture of sympathy and help. But it would be churlish to allow you to return home without an expression of the warm admiration of JOHN BULL.

Mr. JUSTICE HUMPHREYS,
Royal Courts of Justice

MY LORD,—All wise road-users will welcome your announcement that everyone convicted by you of driving while "under the influence" will have one penalty only—imprisonment.

But I'm still worried by the lesser courts which, influenced by a drunken driver's social position, think a couple of pounds fine sufficient penalty for the offence yet mete out the same penalty for the merest technical infringement of our motoring regulations.

I wish you could deal with these muddle-headed amateurs of the Bench as well as the road pests. JOHN BULL.

Mrs. ALICE TITT,
Former Lady Mayoress, Manchester

DEAR MADAM, — Congratulations on leaving the Bench as a protest against the fine of only 10s. imposed on a dairyman for employing a boy of ten from six until seven each morning for 2s. a week.

Why the parents escaped punishment defeats me, for the mother's excuse that the boy worked so that he could have money to go to the pictures is ridiculous. Working early and going to the cinema late indicts both employer and parents.

JOHN BULL.

Looking For the Lost Chord

By a Very Special Investigator

I AM able to reveal that an expedition is setting forth very shortly to look for the Lost Chord.

Only one person has ever heard the Lost Chord. She was a lady named Miss Adelaide Procter, who lived towards the end of the nineteenth century.

Seated one day at the organ, the report goes, she was weary and ill at ease, and her fingers wandered idly over the noisy keys. She did not know what she was playing or what she was dreaming then, but she struck one chord of music like the sound of a great Amen.

What happened next has ever since remained a mystery. Perhaps she struck the chord so hard that it went on strike and refused to sound any more.

Three generations of ballad-singers have speculated vainly about the Mystery of the Lost Chord. Now at last it may be found.

Members of the expeditionary party will include those two inseparable colleagues, Sir Thomas Beecham and Sir Henry Wood; Miss Gracie Fields, Mr. Jack Hylton and Mr. Quentin MacLean; and, last but by no means quietest, Miss Watta Noyce, the eight-year-old mouth-organ prodigy, who has recently won an international award for playing an indiarubber mouth-organ while totally submerged in the Brighton Aquarium.

The expedition is being financed and promoted by Lady Euston, who believes that the Lost Chord was stolen from Miss Procter by a foreign agent who took advantage of the fact that she was weary and ill at ease, and picked up the Lost Chord as it lay throbbing on the organ keys after having been struck.

The Chord has now, Lady Euston says, been incorporated into the national anthem of a sinister Foreign Power.

"But the Lost Chord is a British chord," she declares, "and, by St. Pancras, my patron saint, Britain shall regain her chord!"

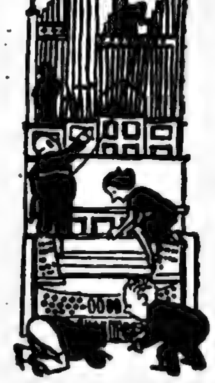
I understand that some time ago diplomatic overtures were made to the Foreign Power about the chord, but in spite of a sharp reminder the only response was a flat refusal to discuss the matter.

At the time significant comment was made in the Nazi Press. "German chords never get lost," said a spokesman of the Government. "For one thing we never let women play the organ. Woman's place is in the home."

Last week the expedition was nearly called off when some workmen, excavating underneath the House of Commons, discovered a short length of string. Having heard something about a lost cord, they took it to Lady Euston.

"By St. Pancras!" she snorted at them. "That is merely the cord with which craven foreign secretaries bind their wrists so as to be able to say that their hands are tied!" And with a gnash of her superb white teeth she tore the cord in two.

Sir James Barrie also endangered the prospects of the expedition. In one of his whimsy moods he wrote to Lady Euston asking her whether she would not be satisfied with the lost curd dropped by Miss Muffet when the spider sat down beside her and frightened her whey.



Anyway, the expedition is going off at last. The method to be used to retrieve the Lost Chord is cunning but simple. When the expedition arrives within the borders of the sinister Foreign Power, it will pose as a party of influential financiers, and will, of course, be welcomed with the national anthem.

Just as the Lost Chord is played Sir Thomas Beecham will leap forward and spear it with a tuning-fork. Watta Noyce will then play her mouth-organ very loudly while the expedition runs away.

Thus, thanks to the enterprise, courage, and foresight of Lady Euston, Britain's honour will be retrieved and the Lost Chord restored to its rightful place in the Royal Academy of Music.

Weakness into Strength

You'll find Health in

WINCARNIS

THE WINE OF LIFE

After illness, when lassitude, depression and weakness have you down, you need Wincarnis to soothe your nerves and pour new life into your weakened blood stream.

Weakened blood is the curse of convalescence. Health cannot return until depleted red blood corpuscles are built up with those strengthening, vitalising ingredients found in Wincarnis — essence of prime beef, vitamin malt extract, both carefully blended with rich, red wine. Drink Wincarnis and glorious health and strength will soon return.

Twenty thousand recommendations from medical men bear glowing testimony to the unrivalled worth of Wincarnis. Cheaper, weaker ingredients may enable inferior products to be sold at lower prices, but nothing will do you so much good so quickly as genuine Wincarnis, the wine of life.

RICH RED WINE, PRIME BEEF ESSENCE, VITAMIN MALT EXTRACT —WINCARNIS IS LITERALLY CONCENTRATED GOODNESS...

FREE TRIAL OFFER

Write to-day for free trial bottle of Wincarnis to Coleman & Co., Ltd., Dept. A.D.17, Wincarnis Works, Norwich. Enclose 4½d. in stamps to cover postage and packing. Wincarnis will do you good.

*NAME*____________________

*ADDRESS*____________________

Are these Symptoms yours?

"A troublesome case, but Wincarnis worked wonders," says Nurse

"Two bouts of 'flu and several neglected winter colds had laid this patient very low. She just couldn't regain her strength. With the doctor's approval I put her on a course of Wincarnis and there was obvious improvement after the first few glasses. At the end of a week she was up and about again, and today she is back at her work and says she has never felt fitter. That's only one of the troublesome cases in which I've known Wincarnis to work wonders."

Eat *freshly-made* TOAST

WITH EVERY MEAL

Some Suggestions

KIDNEYS ON TOAST
BACON & ASPARAGUS ON TOAST
CHEESE & EGG TOAST
ORANGE TOAST

Some Suggestions

SCRAMBLED EGGS ON TOAST
WINDSOR TOAST
HAM & SARDINE TOAST
WELSH RAREBIT

BREAD

FOR ENERGY

C.F.H.264

Young Tory M.P. Goes All Socialist

INDICTMENT OF BACKWARD BRITAIN

By Robert Boothby

Mr. Boothby, who is thirty-six, was at Oxford after the War, became the member for East Aberdeenshire when only twenty-four, and two years later Parliamentary Private Secretary to Mr. Winston Churchill, who was then Chancellor of the Exchequer.

His striking article shows the way the wind is blowing among young Tories, many of whom share his views.

WHAT I propose to do in this article is to throw out a few ideas about both the immediate future and the more distant future, some of which may seem to be rather revolutionary.

Socialism, in one form or another, is already with us; and it has come to stay. It has been estimated that the capital of the big undertakings in Great Britain which are more or less socialised amounts to £4,000,000,000; that is to say, about two-thirds of the total capital invested in large British undertakings.

The problem to-day is not whether we shall have Socialism or not, but what kind of Socialism, and by whom it is to be applied.

To-day we in this country are once again approaching a certain level of prosperity. Large profits are being made. There has been an immense accumulation of savings, and an immense increase in deposit accounts. Money is cheap, and is likely to remain cheap.

But the situation is not without its dangers. The standard of life for the masses has not risen proportionately to the increase in wealth. There is far too great a disparity between the prosperity of different districts, industries and individuals. And this disparity tends to widen.

If we are to avoid a repetition of 1929, we must prevent the economic system becoming unbalanced by too great an accumulation of wealth at the top; and when the kettle shows signs of becoming too hot, we must take the necessary steps to stop the water boiling over.

* * *

The basis of our recovery has been the striking revival in the building industry. So far, it has been confined largely to uncontrolled speculative building of houses for the middle classes. There are now signs that, in this field, saturation point is being reached.

If we are wise, we shall continue to build, and replace any slackening of output by the intensified construction of well-designed houses for the working classes.

But in future housing of all kinds will have to be brought under stricter control of the State, if our countryside is not to be desecrated, and if the danger of this particular boom getting out of hand is to be wholly eliminated.

The basic industries of coal, iron and steel, and shipbuilding should—and, I think, will—be gradually developed into corporations, recognised and supervised by the State, and enjoying extensive rights of their own. Where amalgamation of different units is economically justified, amalgamation should be carried out.

The process has already begun in the iron and steel industry, through the recent unification of certain important companies, whose names are familiar.

In order to enable it to be carried through effectively in the coal industry, the royalty owners will have to be bought out by the State.

Ultimately, central controlling authorities, consisting of representatives of the stockholders, of the management, and of the Trade Unions, will have to be created, operating from the centre, and armed with statutory powers wide and strong enough to compel the various units in the industry to conform to an agreed plan of production and sales.

Production costs and sales costs must alike be cut to the lowest point compatible with efficiency. The market will have to be shared between the different units of production by agreement.

* * *

This way, and only in this way, can the middleman—an essential and valuable element in our economic system—be made the servant rather than the master of productive enterprise; and the centralised selling organisations, which are essential for the efficient conduct of a basic export trade in the modern world, be brought into existence.

I think the organisation of the Government on the economic side is far behind that of industry.

Twelve years' experience in the House of Commons has convinced me that the Board of Trade is one of the most confused and ineffective Departments of State. It is the maid-of-all-work for the Government, who does not do a single job well.

There is no proper co-ordination between its different departments, or between the President and other Ministers concerned with economic affairs. There is not even a decent intelligence service for the benefit of industry.

What is most urgently required to-day is a Cabinet Minister, or a Cabinet Committee, charged with the task of co-ordinating the activities of all the Departments of State concerned with the economic life of this country, and fortified by the assistance of a first-rate Economic General Staff.

There are certain other things which I think the Government itself should do.

For instance, the Trunk Roads Bill is a step in the right direction, but it is only a beginning. I say without hesitation that the main roads of this country are totally inadequate to carry the volume of motor traffic which is annually placed upon them, and that this is the chief cause of the appalling slaughter which takes place every year.

Far above all other considerations lies the welfare and happiness of the individual.

In my opinion, the most vital question at the moment is that of nutrition. The highest authorities have now laid it down that a minimum expenditure on food of 1s. 3d. per head per day is necessary for adequate nutrition, and large numbers of our people cannot afford more than 6d. We are breeding to-day, especially in some centres, a "C3" population.

* * *

This has got to stop. Steps can, and must, be taken to double the consumption in milk amongst young children and nursing mothers, and to increase the number of allotments where the workers can grow for themselves the fresh vegetables which contain the vital Vitamin "C."

I should also like to see a resumption of land settlement, and the further development, under State auspices, of small holdings.

The housing of the industrial population of some of our great cities is not only a disgrace to the British Empire, but to civilisation. I do not know who is to blame, and I do not very much care, so long as we get this blot removed from our country.

We are to-day faced with the urgent necessity for rebuilding operations on a large scale in the built-up portions of all our industrial towns, where the erection of separate dwellings is not practical. I hope this rebuilding, which is an essential part of future industrial development will be better done than the housing construction which has taken place since the war.

Social services are good in this country, but not yet good enough. I should like to see all workers pensioned off at the age of 65. I should like to see the "Family Means Test" modified at least to the extent of including in the family only children under the age of sixteen. It is, to my mind, a crazy thing, at a time of great national prosperity, to deprive those who live in depressed areas of any purchasing power.

The fundamental problem to-day is not how to produce less, but how to distribute more. And that will remain the fundamental problem until the mass of our people are no longer underfed and under-clothed.

* * *

The League of Nations has failed because it was turned into a purely political organisation; whereas, if it had concentrated its activities upon the field of economics, it might already have achieved a new world order, and saved the peoples of Europe from unfathomable suffering.

By far the most hopeful world peace organisation would be an economic organisation concerned, not with sovereign rights, and armies and air forces and fleets, but with such questions as monetary policy, currency stabilisation, the production and distribution of basic international raw materials, health, transport, nutrition, and so forth.

This may seem Utopian. I do not believe it is. Anyway, it is the only ultimate hope of mankind.

I believe that the first step in this direction must be a comprehensive economic agreement, covering not only currency, but debts, tariffs, capital movements, migration, and hours of labour, between the countries comprising the British Empire and the United States of America.

For, if we cannot use the advantages which science has given us, through the mechanisation of industry, to shorten the hours of labour, and to raise the standard of living of the workers, then it were better that scientific invention had never made the progress it has, and that we were back once again in the age of individual craftsmanship.

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I would state that for some considerable time past I have suffered most severe pains from Rheumatism, being unable to sleep at night through pain, and have walked with a limp owing to the pain in my knee. The pain was so acute in my shoulder that I had to be assisted in getting my coat and vest on and off.

However, after receiving medical treatment, also trying innumerable remedies, from which I received no relief, I was advised by a friend to try Yeast-Vite, as the same had completely banished his Rheumatism.

I took his advice and within a very short period I found the pains diminishing, and they eventually disappeared. I am, however, continuing for the present taking Yeast-Vite as I find by so doing my general health is greatly improved.

I shall be pleased at all times to act as a ***WALKING AND TALKING ADVERTISEMENT*** *for your product, seeing the remarkable benefits to my health I have received since taking same.*

Believe me to be,

Your grateful correspondent,

(Signed) G. H.

" I shall be pleased at all times to act as a walking and talking advertisement for your product." Less than a score of words, but what a depth of gratitude they convey. This man feels so grateful that he wants to DO something—to try and repay YEAST-VITE for what it has done for him. And he has chosen the finest possible way. He has decided to act as a " walking and talking advertisement "—telling every suffering person wherever he goes how wonderful YEAST-VITE is.

So amazing is the effect of YEAST-VITE that all over the country there are these YEAST-VITE Enthusiasts—Apostles of Health—spreading a message of New Hope and Happiness amongst those who are sick and suffering.

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HEADACHES -	*Deliverance*	In 5'15 MIN.
LASSITUDE -	*Vim and Vigour*	In 10'20 MIN.
DEPRESSION -	*Buoyant Energy*	In 10'20 MIN.
"NERVES" -	*Steadiness*	In 10'20 MIN.
INDIGESTION -	*Keen Appetite*	In 15'30 MIN.
EXHAUSTION -	*Animation*	In 15'30 MIN.
SLEEPLESSNESS -	*Calm Repose*	In 30'60 MIN.
RHEUMATISM -	*Pain Relief*	In 24 HOURS
CONSTIPATION -	*Regularity*	In 36 HOURS
IMPURE BLOOD -	*Purification*	In 36 HOURS

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SUFFERERS FROM NERVES should take one or two Yeast-Vite Tablets when they feel " jumpy " or depressed and they will be filled with Nerve Strength, Steadiness and Confidence.

THOSE WHO ARE TORTURED BY HEADACHES and other Nerve Pains should take Yeast-Vite **AT ONCE** and in a few minutes they will find to their great joy that their pain has vanished.

RHEUMATIC PEOPLE should take Yeast-Vite and they will discover that those awful stabs of agony, that nagging ache in the joints, and those fierce twinges of pain are completely conquered.

THOSE WHO FEEL EXHAUSTED AND "PLAYED-OUT" should take Yeast-Vite **NOW** and they will soon be filled with energy and vitality.

THOSE WEARY VICTIMS OF THAT MOST TERRIBLE CURSE —SLEEPLESSNESS should take Yeast-Vite on going to bed and enjoy refreshing, restful slumber.

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T.C.B.

Swaffer Says . .

I'D BURN THEM ALL!

"Fire is a great destroyer, but it has its uses . . ."

THE wrong building was burned down.

Millions of people all over Britain adored the Crystal Palace. To many of them it meant their reason for coming to London. They merely "took in" Madame Tussaud's, Westminster Abbey and St. Paul's on the way. To hosts, the Crystal Palace was their goal.

London could more easily have spared lots of other buildings—all the railway termini, for instance, except perhaps Waterloo.

If you have seen, as I have, the Pennsylvania Railway Station and the Grand Central in New York, you would realise that King's Cross and Cannon Street and Liverpool Street are a disgrace to the Metropolis.

Only Waterloo is modern. Paddington looks just the same as it did when Frith painted it. Charing Cross fell down once, but not even then did they rebuild it south of the Thames, where it really belongs. As it is, it merely makes the Strand congestion worse.

Now, if there were a big fire somewhere near Thames House, Millbank, a kindly wind might smoke out the Unemployment Assistance Board, which is quartered there—Lord Rushcliffe and all his Means Test narkers, naggers and pryers.

▼ ▼ ▼

If Ernest Brown, the Minister of Labour, happened to be there, and he could be smoked out with Lord Rushcliffe, it would be all for the better. These two are responsible, between them, for the futility, the degradation and the suffering of the Means Test. A lung-full of smoke might teach them not to grind the faces of men and women whose only fault is that they are poor—or, at any rate, not to grind them so hard.

London could easily spare, too, the offices of the Property Owners' Protection Association, which is quartered at Spencer House, South Place, E.C.2. Now I have no doubt there are some nice, kindly landlords who belong to this outfit, but others among them own slums that would shame any civilised land. Such associations stand for Vested Interests against Slum Destruction.

If some kindly fire burned down all the slums, London would cheer. But, alas! under the existing system there would be nowhere for the wretched beings who live in these slums to go—that is, until Herbert Morrison and the L.C.C., having successfully fought the Property Owners' Protection Association, had built new homes for them.

▼ ▼ ▼

I sometimes wonder that the headquarters of the Navy League—they are in Grand Building, Trafalgar Square—have not become ignited by spontaneous combustion. If you had seen the purpling faces of the old women of both sexes, the crabby admirals and peppery colonels who clamour year in and year out for more armaments, you would conclude that they must do it all in some asbestos chamber.

Why, even when they hear that other nations are increasing their navies, the Navy League exults, because it loves to use such arguments to induce Britain to build more and more warships. "Houses be damned, sir! Guns are what we want!"

The Navy League represents all that is stupidest and most wooden in Tory mentality. Armament manufacturers love it. Thick-headed jingoes cheer when they hear its name. Its work does not make for Peace. It loathes Collective Security.

If, one day, I walked through Aldwych and I saw the offices of the Mining Association of Great Britain in smoking ruins, I should think, "Now, perhaps we could get some more coal." The mine-owners who run it have for years resisted every form of modernisation. Instead of improving the methods of coal production, it has merely fought the miners again and again. When the lungs of the miners become hard with silicosis, when they stagger about giddy, suffering from nystagmus, the Mining Association fights reform, standing merely for property and not for the community.

The Bank of England is new now, looking more solid than ever, rebuilt, fireproof, yes and idea-proof. If flames destroyed it, that would not be the end of the silly Money System of which it is the centre. Gold would still be worshipped.

Near by, there would still remain, outside the Royal Exchange, the words, "The earth is the Lord's and the fullness thereof," when, all the time, of course, the truth is it is run by a few bankers. The earth is the House of Lords', they mean really.

If fire destroyed the House of Lords in such a careful way that the House of Commons, which it adjoins, would not be touched, it would destroy a gilded chamber full only when all the old Diehards come from the backwoods to fight Improvement, to impede Progress and to protect their land.

▼ ▼ ▼

Then there is No. 3, St. James's Square, S.W.1. This home of the British Field Sports Society might have been burned down rather than the Crystal Palace. There, people go to insist on the hunting of wild animals, the chasing of foxes and stags, the coursing of hares and all the other kinds of cruelty which make horrible the countryside.

Prisons, unfortunately, cannot burn down. They are built so solidly of stone that no man, prisoner or warder, governor or chaplain—no, not even a visitor—can escape from being brutalised by looking upon the horrors of Dartmoor.

Over the grim stone gateway is carved "Parcere Subjectis." This, roughly, means "Spare the Underdogs." What a joke! What a grinning satire on the church services they hold there every Sunday morning.

No humanisation of our prison system could possibly succeed in a place so grim, so bleak, so ugly and so loathsome. You shudder even if you drive past it on a lovely summer's day. In midwinter it is so cold, so inhuman and so ghastly, that you cannot contemplate it without shivering inside.

A few years back, the convicts tried to set it on fire. But it was built too solidly, not only of stone but of the hard hearts of men.

▼ ▼ ▼

The same is true of Peterhead Convict Prison, the worst jail in Scotland. It doesn't reform men, it breaks them. It makes them worse. Why does not fire descend from Heaven to sweep away its iniquities?

If there were a Great Fire of London, one that would make the conflagration of 1666 look like a bonfire on Guy Fawkes night, it would destroy bakers' shops where night-baking is still carried on; dirty, insanitary factories where men and young workers are sweated and ill-treated; hotels where the staffs have to sleep in dirty little cupboard-like rooms and eat scraps of food scarcely fit for pigs; milliners' shops where girl apprentices are worked to death and rottenly housed and fed; grubby offices where staffs that are not sensible enough to join a trade union sit without ever seeing the light of day through the windows; dirty little "clubs" which exist like festering sores, corrupting young people.

Oh, yes, lots of things could go.

And with them there would be the Primrose League, lorded over by titled folk, some of whom nag their butlers into joining in order to defend the Old School Ties that butlers worship but do not wear.

A friend asked me to say that he would like to see the Free Trade Hall at Manchester burnt down, just because he doesn't like it.

I have spoken there. I have found it a nice tame sort of a place; quite respectable. No one threw anything. There are many other parts of Manchester I would like to see burned down before that.

Fire is a great destroyer. But it has its uses. It cleanses. It purifies. It makes way for new things.

★ *Politics and You*

HOLIDAY *on* FULL PAY—WHY NOT?

THESE dark, foggy, winter days seem hardly the time to talk about summer holidays. But the House of Commons has been. Not for themselves—for the workers.

Mr. Guy Rowson, Labour Member for Farnworth, has introduced a Bill to make it compulsory on all employers to give their workpeople after twelve months' service a holiday of eight consecutive days *on full pay.*

Does the suggestion strike you as silly? Why? It's a splendid suggestion. A yearly rest does you all the good in the world, whoever you are. A change of air and scenery makes you healthier, contented, more efficient at your job.

Only the well-to-do used to think of taking a holiday by the sea regularly each year. Now everybody thinks of taking one. The tragedy is that the great majority gets no further than thinking. "I am one of those," said Mr. Rowson in the House, "who thoroughly appreciates a holiday with pay. I was nearly forty years of age before I ever had one." Paid holidays are only given without question to professional, administrative and clerical staffs. The manual workers—over 12,000,000 of them—watch them go, but if they go too, they lose their wages. There is no reason for this except custom and the employers' fear that it would cost too much to include manual workers.

What would it cost? It would, of course, cost something, but not nearly so much as many suppose. It is estimated that it would average out at about 45s. per head per year, which is less than half the sum employers now have to find per head in respect of unemployment and health insurance. And it may well be that the increased efficiency the holiday would give would reduce the cost still further.

About 1,500,000 manual workers already enjoy holidays with pay—either as a result of negotiated agreements or because they work for up-to-date employers. This being so, one thing is clear. Either these firms find they lose nothing by their humanity, or they are competing at a disadvantage with others less enlightened. And if they *are* labouring at a disadvantage the sooner Parliament makes the less enlightened toe the line the better.

The Bill has met with general support on all sides. Only the Government and a handful of its followers are lukewarm.

Ten years ago 40 per cent. of the workers in Europe were getting holidays with pay, either through collective agreements or by law. To-day their numbers are very much greater: twenty-two countries, in fact, now have laws dealing with the subject. A general Convention has been drawn up embodying the principle and was discussed recently at Geneva by the Governments of the world. Only two of them were against it—our own National Government and the Bulgarian.

This won't do. The Bill should come up again. See to it that your M.P. helps to wipe out this blot when it does.

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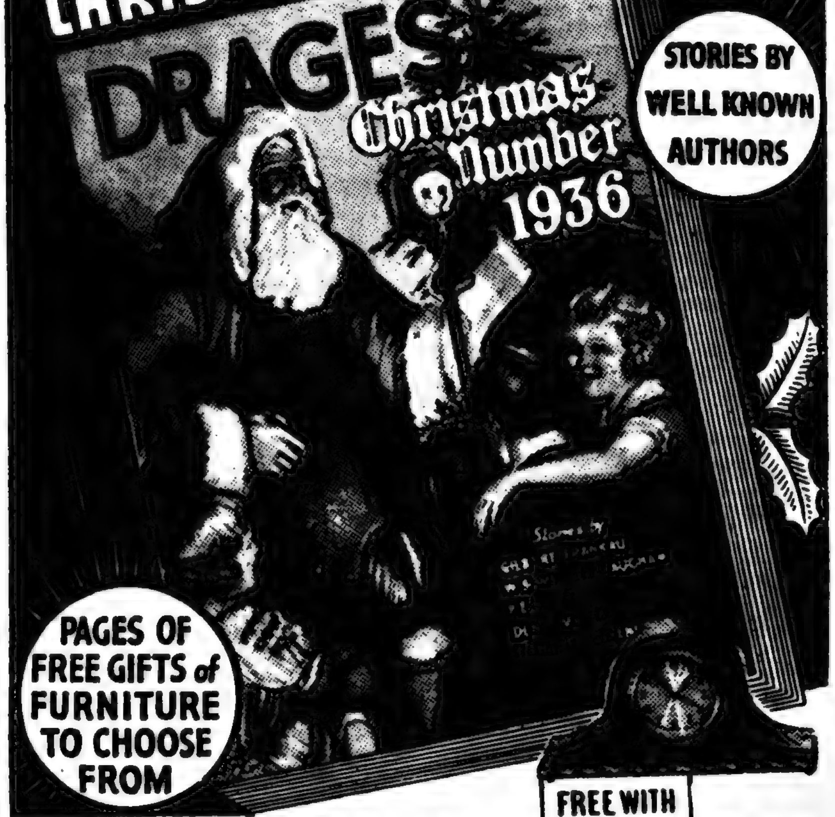

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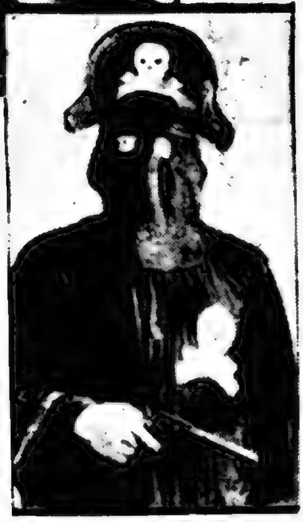
Some members of the gang up for trial for murder, and (right) the terrifying "uniform" worn by the Black Legion

Hooded Murderers of The BLACK LEGION



JOHN BULL has received amazing details of the sinister activities of the "Black Legion," grimmest and most subterranean of America's many secret societies.

Through many States the Legion has been hunted day and night following a series of murders and floggings that drew the attention of the White House and brought from President Roosevelt an order that the lawless members of the organisation must be brought to book.

It is only six months ago that the first news of the Black Legion burst on a horrified world.

A U.S. Government employee, Charles Poole, was found murdered. It was rumoured, too, that there were a number of other murders, although no bodies had been found.

Poole was found dead in a wood outside Detroit. His body was riddled with bullets, and it was thought at first that it was a gang murder of the type to which the big U.S. cities have become fairly accustomed.

A. F. Lupp, one of the Legion chiefs

Enquiries showed, however, that seven men, wearing black hoods over their heads and long black capes, had taken Poole away in a motor-car.

Detectives who then reconstructed the murder by the footprints in the soft mud found, to their horror, that some ghastly ritual had been conducted before the wretched man's body fell to the ground, a quivering and lifeless mass.

Federal agents joined the Detroit police in the investigation, and soon more information reached them.

They found, to their astonishment, that in Detroit alone there were 150,000 members of this new organisation, and that this number included many members of local police forces.

* * *

Whatever temptation may have existed to soft-pedal the investigation was crushed by the nation-wide demand that the matter should be cleared up and that the murderers of Poole should be brought to justice.

The hunt for the "Night Raiders," as they then were called, went on. Documents were found that revealed the organisation's aims and the strange oath that all new recruits had to swear before being admitted to membership.

"I am ready to be torn limb from limb and scattered to the carrion crows rather than break my allegience," it ran.

It sounds rather childish, but it was realised that it was in its very childishness that the danger lay.

The leaders, it was seen, were men of most limited intelligence, while every new member had to arm himself, directly he was admitted to the Legion, with either a revolver or a shot-gun.

His whole life, and, if need be, his gun, was to be used from then onwards against negroes, Roman Catholics, Jews, aliens and Communists.

Further enquiries showed that a number of members of the once-dreaded Ku Klux Klan, the white-hooded band of vigilantes which sought to stifle progressive thought, had become dissatisfied with the temporary quiescence of the Klan.

* * *

These men attempted to seize executive power in the K.K.K., but failed to do so.

In anger, they formed the rival organisation, substituting the black hoods and capes for the more familiar white hoods of the Klan.

Bitter enmity quickly developed between the two orders, and the Black Legion felt that it was necessary to take drastic steps to preserve both its identity and its secrets.

Poole, first of its victims, was a member of the Legion, it was revealed. His interest in the organisation was waning, and he was beginning to talk about the Legion's activities with too free a tongue.

These facts left no doubt in the minds of the police that he had been executed in cold blood by the Legion's execution squad.

Now that concealment of the Legion's blood-guilt had become impossible, the Legion authorities put it about that Poole was a wife-beater and that he had paid a terrible penalty for his persistent cruelty.

Mrs. Poole indignantly denied that her husband had ever laid a finger on her, but the excuse served to illustrate one of the many sinister sides of the organisation's activities.

Many of its members are—or were—religious fanatics who took part in "morality drives" in a spirit of sadistic determination to stamp out what might seem evil to them.

Such a spirit resulted in the hunt for the Legion being extended to North Carolina, where five men, five women and a mentally deficient girl in her early teens were seized by Black Legionaries and flogged as a first step to fulfilment of the Legion's orders "change or kill."

Led by a local preacher, himself a member of the Order, these men and women were seized one night by eighteen Legionaries; with them a number of women members of the Order.

The captives were taken in motor-cars to a forest. At a lonely clearing, lit only by the moon, the women were stripped to the waist, tied to posts, and flogged with whips.

The men were also stripped and flogged. Finally the mentally deficient girl was similarly treated, and when her beating was over she was solemnly ordered to go to Sunday-school "and mend her ways."

The child's mother, who was among the women who were whipped, was then held down while her hair was cut short and a scarlet emblem painted on her skull.

And, now, more and more details of the Legion's brutalities came tumbling in to Washington and various police headquarters.

Men and women who had hitherto been too terrorised to speak sought the protection of the law and told their stories.

Quickly an amazing indictment of beatings, torturings and murder was compiled.

Then came the worst atrocity.

The police of Michigan found Silas Coleman, a middle-aged negro, lying dead in a wood. There were countless bullet wounds in the body.

Detectives saw that he had been shot down while running for his life, and the tracks showed that a firing squad which shot him had followed him in full cry.

Prints showed, too, that a number of women with high-heeled shoes were on the scene at the time.

The police arrested Dayton Dean, who had come under suspicion following the death of Poole, the U.S. Government worker whose death set the police machine in motion.

With him they took eleven of his circle, and by dint of close questioning learned that the party had shot the negro "for a thrill."

"We shot him just to see what it would be like to kill a nigger," admitted one of the party under the police grilling.

The Legionaries had taken the negro to the woods, had given him a start, and then pursued him, firing revolvers as he raced for his life through the undergrowth. Women had watched, laughing.

* * *

Seven of the men were sentenced to life imprisonment, and at the same time the police tracked down five other Legionaries and ultimately secured convictions against them for the murder of Poole.

The sentences caused acute alarm in the Black Legion camp.

Leaders, with picturesque titles borrowed from the Ku Klux Klan, fled from the United States. Hundreds of other members burned their robes and refused to subscribe further to the organisation funds.

The Black Legion has had a severe shock. But it is too soon to say whether that will mean the end of its reign of terrorism.

★ Just a Human Story

Blind Man's Bravery

IT is to be hoped that some of the leaders of the Nonconformist denominations will read this little human story of courage, persistence, success and failure.

In Skewen, near Swansea, lives Mr. Haydn Morgan, a young man in the early thirties.

Mr. Morgan was born blind and lived in a world of total darkness until he was twenty-nine years of age. In his twenty-ninth year, as the result of an operation, he obtained partial sight.

Keenly interested in religious work, especially ministerial work, Mr. Morgan took full advantage of his gift of partial sight.

He was able to intensify theological studies, and won a scholarship to enter Worcester College.

Later, he won a scholarship taking him to Hatfield College, Durham, where he was awarded his B.A. degree.

He was now fully qualified to take up a ministerial post, and an ambition held grimly and persistently through many dark and bitter years appeared certain to materialise into happy reality.

But it was not to be. Once again Mr. Morgan has been plunged into a world of utter darkness. The partial sight obtained in his twenty-ninth year has gone again.

And, as a result of his return to blindness, he has been rejected as a ministerial candidate.

His years of effort and struggle against terrifying handicaps now count for nothing.

His is a tragic story of a man of courage and ability being defeated by cruel circumstances.

Even now he has not lost heart, and the quiet courage with which he faces his uncertain future is an inspiration to all who know him.

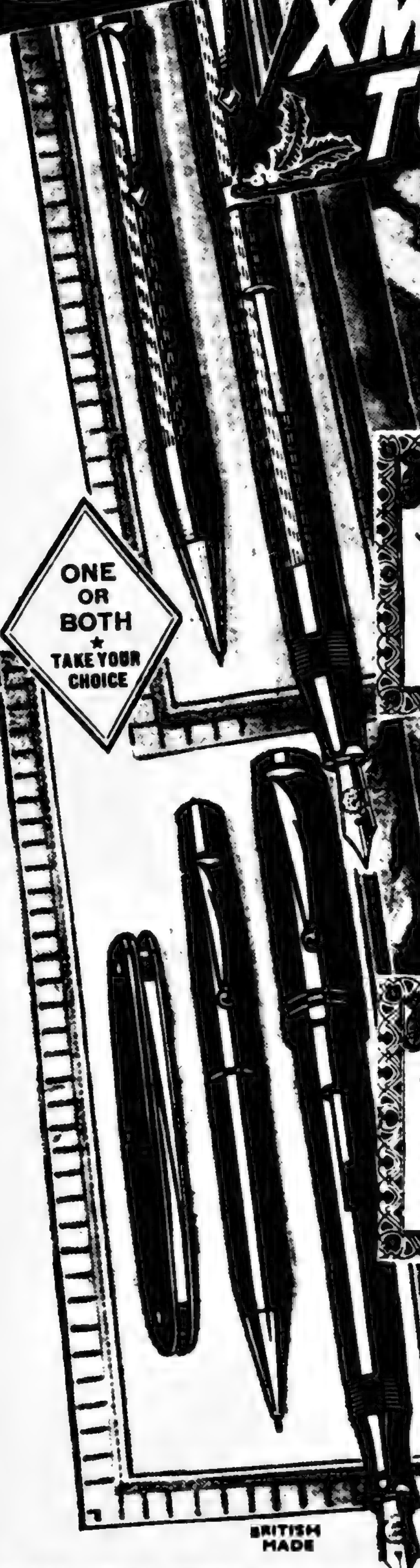
Our powerful Nonconformist churches cannot afford to allow this sincere young Christian to be crushed by his handicap of blindness.

He has proved his worthiness, and there is no doubt that he could still perform very useful work.

We appeal to the Baptist denomination particularly to find a place for him. Somewhere, surely, there is room for a man with the courage and faith of Mr. Morgan?

Had yours yet? If not—don't delay

JOHN BULL'S XMAS GIFT TO YOU


ONE OR BOTH ★ TAKE YOUR CHOICE
BRITISH MADE

THE response to "John Bull's" Great Christmas Gift offer continues to break all records. Our staff, which has been specially augmented, is working at top pressure in order to ensure all Gift Sets being despatched within 24 hours of the receipt of applications.

Have you had YOUR Gift Set yet? Your Gift Vouchers are below—one worth 2/9, the other worth 7/6—one or both—take your choice.

John Bull Xmas Gift Voucher

VALUE 2/9

This Gift Voucher will be accepted as 2/9 in part payment of the "John Bull" 5/6 Writing Set. Only one Voucher will be accepted in part payment of each Set. Valid until 31st Dec., 1936.

No. A/49767

FREE 2/9 GIFT VOUCHER

The Gift Voucher above will be accepted as 2/9 cash in part payment of "John Bull's" 5/6 Writing Set. The graceful streamline finish of the pen, the handsomely chased barrel, the latest lever self-filling device and the 14-CARAT SOLID GOLD NIB, iridium tipped, all proclaim the amazing value of this set. The "Ever-pointed" Pencil is fitted with a foolproof propel—repel—expel movement. It matches the pen to perfection and is complete with rubber, pocket "Safety" clip and extra leads. Both Pen and Pencil are supplied in a Presentation Case, which just gives the assuring touch to a great Christmas Gift.

WRITTEN 2-YEAR GUARANTEE WITH EACH PEN.

John Bull Xmas Gift Voucher

VALUE 7/6

This Gift Voucher will be accepted as 7/6 in part payment of the "John Bull" 12/6 Writing Set De Luxe. Only one Voucher will be accepted in part payment of each Set. Valid until 31st Dec., 1936.

No. B/49767

FREE 7/6 GIFT VOUCHER

The Gift Voucher above will be accepted as 7/6 cash in part payment of "John Bull's" 12/6 Writing Set De Luxe, which also includes a magnificent Sheffield Steel Penknife. The Pen, Pencil and Penknife are all made to match in a glossy black UNBREAKABLE MATERIAL. The Pen has TWO inlaid bands of 18-CARAT ROLLED GOLD, a lever self-filling device, "Safety" pocket clip, and 14-CARAT SOLID GOLD nib with a tip of costly iridium. The "Everpointed" pencil has an inlaid band of 18-CARAT ROLLED GOLD, a foolproof propel—repel—expel movement, "Safety" pocket clip, rubber and extra leads. The companion Penknife is fitted with two super quality Sheffield Steel Blades of mirror-polish finish. This lovely gift comes to you in a Golden Satin-lined Casket.

WRITTEN 5-YEAR GUARANTEE WITH EACH PEN.

"John Bull's" Christmas Gift Coupon.

To "John Bull" Pen Dept., 27a, Floral Street, London, W.C.2.

(1) I enclose Gift Voucher value 2/9, which please accept in part payment of the "John Bull" 5/6 Writing Set. I enclose P.O. for 2/9 plus 3d. for postage and insurance, making 3/- in all.

or

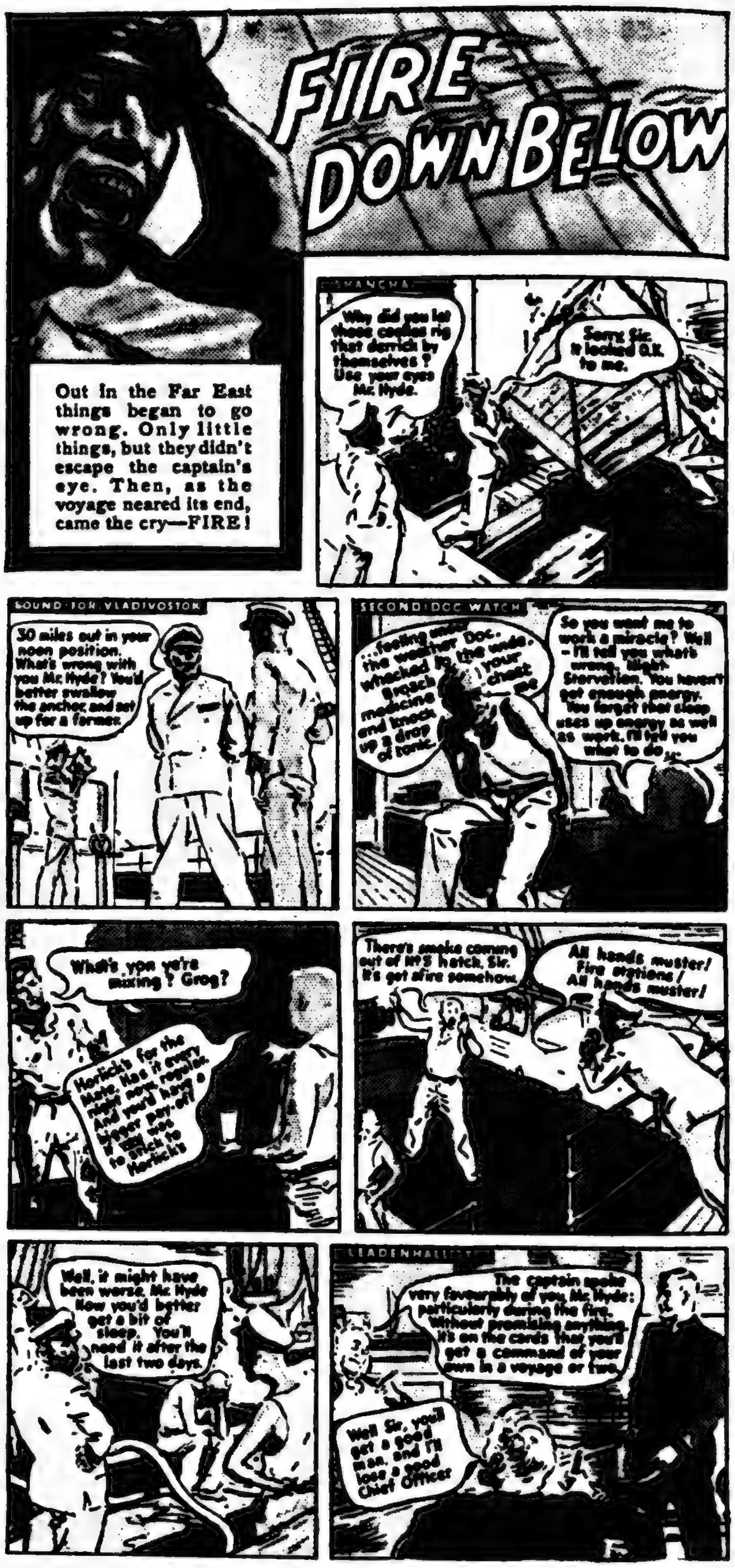
(2) I enclose Gift Voucher value 7/6 which please accept in part payment of the "John Bull" 12/6 Writing Set DE LUXE. I enclose P.O. for 5/-, plus 3d. for postage and insurance, making 5/3 in all.

(1) Fine. Medium. Broad. Oblique. — **Cross out grades of nib NOT required.** — (2) Fine. Medium. Broad. Oblique.

If you desire BOTH SETS send the two Vouchers and a Postal Order for 8/- only.

NAME ....
FULL POSTAL
ADDRESS ....
....
Write Clearly in Block Letters.

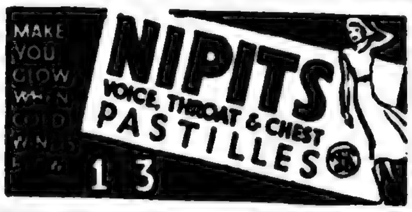
Cross Cheque or Postal Order /& Co./ and make payable to "John Bull." J.B. 12/12/36


FIRE DOWN BELOW
Out in the Far East things began to go wrong. Only little things, but they didn't escape the captain's eye. Then, as the voyage neared its end, came the cry—FIRE!
SHANGHAI
Why did you let those coolies rig that derrick by themselves? Use your eyes Mr. Hyde.
Sorry Sir. It looked O.K. to me.
BOUND FOR VLADIVOSTOK
30 miles out in your noon position. What's wrong with you Mr. Hyde? You'd better swallow the anchor and set up for a farmer.
SECOND DOG WATCH
...feeling under the weather Doc. whacked to the wide. Reach your chest medicine and knock up a drop of tonic.
So you want me to work a miracle? Well – I'll tell you what's wrong. Night-Starvation. You haven't got enough energy. You forget that sleep uses up energy as well as work. I'll tell you what to do...
What's yon ye're mixing? Grog?
Horlick's for the Mate. Has it every night now regular. And you'd have a bigger pay-off if you was to stick to Horlick's
There's smoke coming out of N°3 hatch, Sir. It's got afire somehow.
All hands muster! Fire stations! All hands muster!
Well, it might have been worse, Mr. Hyde. Now you'd better get a bit of sleep. You'll need it after the last two days.
LEADENHALL
The captain spoke very favourably of you, Mr. Hyde: particularly during the fire. Without promising anything, it's on the cards that you'll get a command of your own in a voyage or two.
Well Sir, you'll get a good man, and I'll lose a good Chief Officer

YOU need not search the high seas for examples of "Night-Starvation." Every day, in every kind of work, tired people are unable to do their job properly. Energy has been used up during sleep, keeping heart and lungs at work. They don't know how to create new energy to take its place.

A hot cup of Horlick's taken regularly at bedtime creates the new energy needed. It helps you to wake refreshed and ready to do an efficient day's work, and guards you against "Night-Starvation." Plain or Chocolate Flavoured. Prices from 2/-; also the Horlick's Mixer, 6d. and 1/-.

HORLICK'S


MAKE YOU GLOW WHEN COLD WINDS BLOW
1/3

NIPITS
VOICE, THROAT & CHEST
PASTILLES

RHEUMATISM

NEEDLESS SUFFERING.

"Urace brand tablets have been taken consistently by a person suffering from Arthritis and very beneficial results have been obtained when other treatment had failed to give relief."—Nurse ——, Goodmayes, Essex. Free sample from Newbery and Phillips, Ltd., 33m, Banner St., London, E.C.1. From your chemist, 1/3 and 3/-.

‘THE NEXT WAR’—AND YOU : NEW FACTS

THE Cabinet has intensified its drive for national preparedness in case Britain should be drawn into war. On this and the three following pages we give our readers news and a fresh outlook on three vital aspects of this drive.

Here the problems of the new food-controller are faced squarely, and his job shown to be hopeless before he starts it—unless its scope and powers are tremendously increased.

On the following two pages we introduce you to the men who will hold your lives and safety in their hands—should there be a war—the men who would command Britain's Navy, Army and Air-Force.

Finally A. G. Gardiner discusses the lengthening shadow of conscription, which, if Mr. Duff Cooper has his way, the War Office intends to impose on the country.

FOOD PLAN Won't FEED US

Wheat in plenty—but nearly all of it is imported

FOOD is the most important of all the munitions of war—as Germany discovered when the blockade reduced her civil population to starvation and forced Hindenburg to seek an Armistice.

Britain may provide all the gunpowder, shells, tanks, aeroplanes, warships, poison-gases and instruments of war—all the most deadly means of reciprocal aggression and still be defenceless because its food supplies are vulnerable.

In the last war we were within a week of sugar-starvation. Ships had been sunk or held up by submarines, and in the warehouses, no matter how parsimoniously sugar was rationed or how patriotically the people used saccharine, there was not enough energy rations to supply the industrial population or the fighting forces for another week.

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What drove the German armies to desperation and surrender was the knowledge that their families, whom they were supposed to be defending with their lives, were dying at home of tuberculosis and starvation diseases.

In Austria there appeared a spectre more menacing than an armed force—hunger-osteomalachia.

This disease, due to the lack of natural health-foods which give us Vitamin D, and calcium and phosphorus, the bone-builders, attacked mothers. Their skeletons crumpled like wood with dry-rot because the expectant and nursing mothers were by ruthless ordinance of Nature giving the lime out of their own skeletons to their babies.

One thing and one thing only will hold the mad-dogs of Germany on a leash, and that is food. Goering can boast his thousands of aeroplanes, but he is still forced to disclose the weakness of Germany by admitting that "we must go without butter that we may have munitions."

The finest chemists of Germany, under Professor Bergius, the man who discovered oil from coal, may be getting sugar from wood-flour and even making sawdust edible, but they cannot make the first-class proteins which are found in meat nor create fats which are necessary for food and at the same time necessary for glycerine, the raw material of munitions manufacture.

But Britain is little better off. The appointment of Mr. H. L. French as Director of the Food (Defence Plans) Department of the Board of Trade is the belated acknowledgment of a critical situation.

It is the cover-up for the Food Economics Committee, under Sir William Beveridge. The Committee itself has not failed, but the Government has shirked the plain facts which it produced . . .

That the first aerial attack on London will probably destroy the markets and the whole machinery of distribution which has been increasingly concentrated on the Port of London and the big food centres at Smithfield, Covent Garden, Billingsgate, etc. London's nine millions would starve and the rest of the country would be reduced to food anarchy.

The alternative was a revolutionary plan tantamount to the nationalisation of agriculture and the Government control and decentralisation of the market system and the increasing diversion of food supplies from the target-port of London to less vulnerable ports.

A plan like that cannot be put into effect when war is declared, and it looked too much like a Socialist measure for the Government to "stomach" in peace-time.

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So we are not likely to hear much more of the Beveridge Committee.

At the same time the Milk Reorganisation Committee has advanced plans which are practically the same, and the Advisory Committee on Nutrition has been embarrassing the Ministry of Health by showing what the food requirements of health are. They have already urged an increased supply of milk which would mean 1½ million more cows.

But perhaps the biggest embarrassment has been Sir John Orr, whose disclosures have been so sensational and at the same time scientific that no Government can safely ignore him. He has shown that twenty millions, half our population, is living near starvation, below the health standard which can only be secured by the health-foods, butter, eggs, milk, green vegetables and fruit, which are the most expensive.

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What are the war-time prospects of a country which in a vaunted period of "prosperity," approaching now the highest industrial peak in history, is keeping 4,000,000 people, the unemployed and their children, on a diet which is largely bread and margarine?

The Food (Defence Plans) Committee has no plans. Mr. French will have to take out of the neglected pigeon-holes the grim documents of Food Rationing in the last war, and begin, at the eleventh hour, to consider the reorganisation which experts have been pressing on the Government for years.

For food-planning has long ceased to be a war-time measure. There was nothing scaremongering in the Orr Plan, nor the Stapledon Plan. They were just what Mr. Stanley Bruce, High Commissioner of Australia, has called "The marriage of health and agriculture."

The Orr Plan, on present retail prices, would have meant an increase in agricultural commodities equal to £100,000,000 a year. It would have meant an increase in the national income of something like 50 per cent., but not in wages.

If food with special health values were made available at wholesale prices by the creation in every town and district of "glut depots" where people could buy direct, the cost would represent barely a 2 per cent. increase in actual wages. Not only that, but in a "state of emergency" these local depots would become decentralised invulnerable supply centres.

The Stapledon Plan—proposed by Prof. R. J. Stapledon, Director of the Welsh Plant Breeding Station—would mean the conversion of 16½ million acres of barren land into productive pastures and cereal-raising fields.

But this would mean the State turning farmer on a tremendous scale. So the Government cries "Socialism!" in horror, and will have nothing to do with it.

So we are left with this position:

Of our annual supply of 3,000,000 tons of meat, 1,606,000 are imported over sea-routes always open to attack.

Of our 449,000 tons of eggs, 170,000 tons are imported.

Of our 542,000 tons of butter, 485,000 tons are imported.

Of our 225,000 tons of cheese, 150,000 tons are imported.

Of our 4,220,000 tons of wheat - flour, 3,560,000 tons are imported.

Of the 280,000 tons "other cereals," 196,000 tons are imported.

Of our sugar (2,000,000 tons), only about a fifth is home-produced.

So Mr. French and the Government have to face the facts, which have been made plain for years, that this country, where, in peace-time, nine out of every ten recruits offering themselves for the police and the Fighting Services are turned down for physical deficiency, could be starved out within six months of becoming involved in a war.

It is not a question for Mr. French. The Cabinet cannot shift the responsibility to him. A real war-time food policy—based on a proper peace-time policy of feeding every citizen properly and adequately—must be worked out by the Cabinet at once, or all the planes and guns and gas and tanks will not keep us safe.

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In order to keep us from starvation in war-time the Government would have to amass enormous stocks of basic foodstuffs — wheat, potatoes, fats (butter or vitaminised margarine), chilled meat, etc. These would have to be stored, released and put on the market by degrees and constantly replaced to keep them fresh.

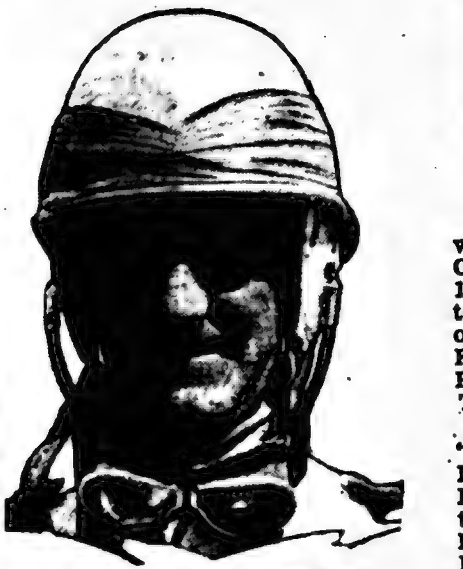
In addition the Government would have to embark on a bold policy of encouraging the home production of vegetables and fruit, so that in war-time as little precious shipping tonnage as possible would have to be allocated to the importation of such essential (and bulky) foods.

Certainly such measures could be taken. They would be costly. It would be some time—twelve months certainly, perhaps two years—before they began to yield results. But if they are necessary they should be pushed ahead with vigour and dispatch.

YOUR LIV
IN THE

Air Chief Marshal Sir Edward Ellington, "Our Napoleon of the Air"

Field-Marshal Sir Cyril Deverell "Every inch a Soldier"



Air Chief Marshal Sir John Steel "If they get through, he'll do something"

WHAT do the names "Stuffy" Dowding and "Black" Courtney mean to you?

What memories are stirred in you, what thoughts inspired, by the mention of such names as Little, Howard, Pound, Wavell?

Judging by how unfamiliar they are to the great British public, they might have been picked at random out of some school register. Yet something could happen to-morrow that would make them household words in every home in the land.

And that something would be—War!

If Britain were dragged into a war nineteen comparatively unknown men—the six mentioned among them—would take charge of the fighting machine on which the safety of the Empire would depend.

Deverell, Chatfield, Backhouse . . . perhaps you have never heard of them. Yet they would become the Kitchener, the "Jackie" Fisher and the Jellicoe of the moment.

In the second that an ultimatum expired plunging the nation into a fight for its existence. . . . Well, let us picture it happening.

Big Ben has sent its twelve reverberating strokes of midnight over the hushed crowds that pack Whitehall. A wireless voice of ominous gravity breaks the news into millions of homes. . . . Easy to tell it is the voice of Sir John Reith himself.

Nineteen comparatively unknown men step forward into fame—and the history books of the future.

☆ ★ ☆

Air Chief Marshal Sir Edward Ellington, Chief of the Air Staff, picks up his telephone. It is 12.1, and London could be attacked before dawn. Nobody has greater need to hurry than he.

While he waits, we watch.

A tallish, lean man, you will notice, with the leanness that comes from continual exercise. Friendly rather than curt in his tone of voice, yet you will notice that the note of command is there. Age fifty-nine—although he doesn't look a day over forty-five.

He was one of that small handful of artillery officers sent down to Laffins Plain way back in 1912 to form the nucleus of a military flying service.

There was the instructor who, at the end of each day's flying used to fly his machine into a hangar at one end and out at the other. One day there was a terrible crash inside, and no machine emerged. But a very woebegone and battered pilot did, with the pathetic complaint: "What silly devil went and closed that door?"

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He talks more of those early days than of those war days when he did both infantry duties *and* flying duties, when he had as strange a mixture of ranks as any man can ever have had: Brigadier-General in the Army, Major-General in the Royal Air Force, and, at the end of the war, Deputy Director-General of Military Aeronautics.

Well, here he is, our Napoleon of the Air, strength plus calmness in his face, a telephone in his hand. His call is through. We must leave him.

Almost as great a night, this, for the Deputy Chief of Staff, Air Vice-Marshal R. E. C. Peirse. But a very different night from any night in his experience during the Great War.

Then he was kept flying, flying all the time. Like Ellington, he got his flying "ticket" long before the war, so they kept him bombing for the Royal Naval Air Service along the Belgian coast. He got his D.S.O. for that.

We feared the German submarines—but the German submarine commanders feared Peirse, who so frequently peppered their depots at Ostend and Zeebrugge.

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He is well qualified to help in directing operations, this oval-faced, alert, athletic man with the sea captain eyes, who looks and is slightly younger than his chief, Ellington. He commanded at Gosport in 1923, became Group Captain in 1929, and was made Air Commodore in 1933, when he took command of British Air Forces in Palestine and Trans-Jordan.

Now meet "Stuffy" Dowding. Everybody in the Royal Air Force knows him as that in preference to Air-Marshal Sir Hugh Dowding, although nobody can explain the "Stuffy."

A first night of war would be a superhumanly busy night for him.

His the job to defend London, to defend Britain, against foreign aircraft. If news comes through that the bombers are coming, it is for him to stop them.

He, too, was an Army officer drafted to the old Royal Flying Corps on the outbreak of the Great War. Anyhow, he flew well enough and bravely enough to get mentions in despatches.

Then they made him Group Captain when the war ended, Air Commodore, 1922; Air Vice-Marshal, 1929. For six years he was one of the foremost thinkers at the Air Ministry as regards research and development. They remember him for that—and the fact that he has never had a holiday in summer since he grew up. He's too fond of winter sports, skiing and the like.

Britain at the mercy of an alien air fleet? Not if "Stuffy" knows it, provided, of course, that he gets information in time about approaching aircraft.

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Well, that's up to Air-Marshal P. B. Joubert de la Ferté, in charge of the coastal command.

He has got to be able to spot enemy aircraft before they get here. London may be said to be in his hands.

He can have "Stuffy" Dowding's lads informed and on the move within sixty seconds of spotting an enemy squadron.

Quite the most boyish-looking of our nineteen war leaders is Joubert. He, too, was one of those pre-war artillerymen who, in 1912, suddenly found themselves airmen. He rose to command our Air Force in Italy during the war, and since then has won as many honours for his technical knowledge and organising ability as for his flying.

"If he doesn't find 'em, then they won't find London" they say of him.

If they *do* get through, if London should be bombed, then Air Chief-Marshal Sir John Steel will do something about that.

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No, he won't send squadrons out at once to kill the enemy's women and children by way of retaliation. The Air Council has decided never to bomb open towns—unless overruled on the matter by a War Cabinet. Our experts believe that such massacres simply serve to stiffen the resistance of an enemy.

Our bombing will be of railways, arsenals, war factories, camps and other such military objectives. We have a system of "patterned bombing" whereby a number of bombs can be released simultaneously in patterns, so enabling several objectives to be hit at once.

An aerial map soon shows Steel what type of pattern to employ—and designs already exist for attacking battleships and other objectives.

We can be fairly sure, in this way, of getting at least one small bomb down the funnel of an enemy warship. And as for the explosive ability of our bombs—well, with the 250-lb. model having the "burst" of a 15-in. naval shell, you can guess at the destructive force of a 3,000-lb. bomb.

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And we mustn't forget Air-Marshal Sir E. R. Ludlow-Hewitt, in command in India—keen horticulturist and, for all his dreamy manner, a brilliant flier and organiser with hosts of honours.

Nor "Black" Courtney—Air Vice-Marshal Christopher Courtney, to give his full name—recently appointed to command in Iraq. He is nicknamed "Black" to distinguish him from another famous flying Courtney, who was fair-headed. Quite a literary man, Courtney, and one of the eight most brilliant men in the Royal Air Force.

As is Air Vice-Marshal C. T. Maclean, in command in Egypt, Sudan and Palestine, and Air-Commander Tedder, commanding in the Far

Sir A. Ernle Chatfield

Air Vice-Marshal C. Courtney

Vice-Admiral* Sir Charles Little

Admira
Dudley

VES ARE EIR HANDS

Britain's Nineteen War Chiefs

East, either of whom is young and able enough to win a great battle of the air should it ever come some day.

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And who, if the worst should ever happen, will command the Grand Fleet?

The man who will first come to mind will surely be Sir A. Ernle Chatfield, First Sea Lord and Chief of Naval Staff—the most typical looking sailor in the Fleet to-day.

But Sir Ernle's job will be at the Admiralty and not on the high seas. He will be a Fisher and not a Beatty. The big wireless aerial on the roof of the Admiralty will be his most important link with his fleets.

With his fleets—and not with his Grand Fleet, for the simple reason that there will never be a Grand Fleet again. It was too much like putting all the Empire's eggs in one basket. The man now under review was one of the first to say so.

He was Beatty's Flag Captain in all his actions in H.M.S. *Lion*, and Beatty regarded him as one of the greatest gunnery experts the Royal Navy had ever had.

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But where shall we look for the Beatty of to-day, with the Grand Fleet split into three parts—Home Command, Mediterannean Command and Far East Command?

To Admiral Sir Roger Backhouse, perhaps, seeing that he is Commander-in-Chief of the Home Fleet. Or perhaps we should look for Jellicoe qualities in him, seeing that he was Jellicoe's Flag Commander in H.M.S. *Iron Duke* when the war broke out, and absorbed quite a lot of that great Admiral's qualities.

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Youthful-looking (he is fifty-seven: not old for an Admiral), he has a very downright manner.

His strongest point—the best point of all in an Admiral—is tactical brilliance. Proof: In recent manœuvres he "sunk" five rival warships without loss.

Older sea-dog by just one year is Admiral Sir A. Dudley Pound, Commander-in-Chief of the Mediterranean Fleet.

He is one of the Navy's most efficient organisers. He is a diplomat, too. He did diplomatic-cum-naval work all through the peace negotiations that followed the Great War.

He commanded H.M.S. *Colossus* at Jutland. Recently he made a wonderful job of the rescues of British and foreign subjects from Spain; work, incidentally, which is still going on, and which he superintended himself from H.M.S. *Queen Elizabeth*.

Plenty of opportunities there for "incidents." But he created none.

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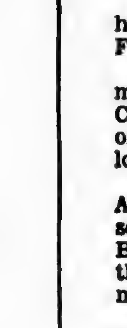
But Vice-Admiral Sir Charles Little, commanding our third fleet, the Far East one, is living through an even more ticklish situation at this moment.

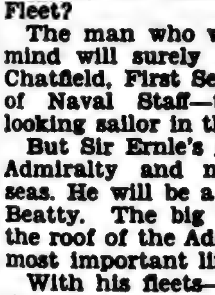
On his appointment to his present command he should make a courtesy call at Yokohama, but he refuses to put into that port at the present stage of negotiations concerning the incident at Keelung when three British sailors were maltreated in a Japanese police station, one having his jaw fractured, after they had refused to pay a taxi-cab fare a second time.

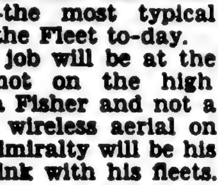
It is his good fortune that he is serving in a part of the world that he thoroughly understands, for he was born in Shanghai fifty-four years ago, and knows the Oriental mind.

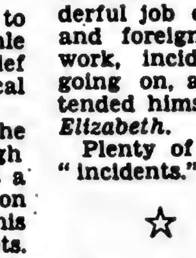
And he understands submarines, too. He has served with them for thirty years. He is, in fact, the first submarine officer to achieve a seat on the Board of the Admiralty.

Out of uniform, you might take him for a schoolmaster, an accountant perhaps. He looks as though he might live in a scholastic world or a world of figures.


miral Sir A. dley Pound


Air-Marshal Sir Hugh Dowding


General Sir Edmund Ironside


Lieutenant-Gen. J. G. Dill

General Sir John Bennett-Stuart
"Does big things in a big way"

Air-Marshal P. B. Joubert de la Ferte
"London is in his hands"

He has the air that is ideal for a Director of Staff College, where our budding Nelsons are taught, a post he held for some years.

And now for the Army. Who will the Kitchener be?

As Chief of the General Staff, Field-Marshal Sir Cyril Deverell might well be regarded as the counterpart of the grim-looking man who once frowned down from every wall with the demand: "Your King and Country Need *You*."

But Sir Cyril Deverell is no grim-looking man. In fact, the only characteristic he and Kitchener can ever have had in common is a dislike of social life.

K. of K. saw dangers in it, particularly for young soldiers. Deverell just doesn't like it.

The new Chief of the General Staff—he is sixty-two and by no means an old man for the job—has one of the richest blends of decision, tact, discretion and imagination that any British general ever had. In how many of our military leaders, Kitchener among them, has imagination been totally missing.

Tall, bluff, having time for few relaxations in life apart from polo and shooting, Sir Cyril Deverell looks every inch a soldier.

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Three serving officers who were asked to name the soldier most likely to flame up into fame in the first few weeks of a war all mentioned Major-General A. P. Wavell, commanding the 2nd Division, Aldershot.

Wavell, who is only 53, is always saying things that set the big-wigs talking. Such as "Nobody should hold rank of higher command without six months' close association with the R.A.F.," and "my ideal infantryman is part poacher, part burglar, part gunman."

Handsome in a studious way—he wears pince-nez, by the way—he did hard fighting with the Black Watch during the Great War, in the course of which he was badly wounded, wrote the official biography of Allenby, has some sterling military writings to his credit, has kept in touch with all the changes made in the Army by mechanisation and other modernisations, and possesses the art of leadership in the highest degree.

Six feet four of genial soldierliness—that's "Tich" Ironside, or General Sir Edmund Ironside, G.O.C.-in-C., Eastern Command, to use the official description.

"I was bound to be something more than a corporal with a name like mine," he once said.

One of the youngest commanders of the Great War, he quickly got high leadership when he led the Allied Forces at Archangel. He has drive, originality, and the ability to learn any language in a few months.

☆ ★ ☆

Then there's General Sir John Burnett - Stuart, G.O.C.-in-Chief, Southern Command. He has commanded the British troops in Egypt, so his name is fairly well known.

What the public may not realise about him is that he is away from the stereotyped pattern in generals, is gifted with infinite originality, thinks tradition is for decorative effect only.

Then the Army's "Big Five" would be bound to include Major-General G. W. Howard, commanding the 5th Division, who has had a taste or two of war in the last few months. He was ambushed with Seaforth Highlanders in an olive grove near Jerusalem only a few months ago.

And last, but not least, Dill—Dill of Palestine. Lieutenant-General J G. Dill, to give him his full name.

He has shown himself as successful in the field, during the Arab revolt, as he has done in his indoor jobs, which have included such "plums" as Director of Military Operations and Commandant of the Staff College, Camberley.

The Army will never stop talking about how he got his Palestine job, about how he was leaving the War Office laden with bags to start a holiday in Scotland when the Chief of the General Staff stopped him with: "Ah, just the man I want for Palestine." But the details took so long that when he left the War Office it was to find his car stolen!

☆ ★ ☆

Nineteen leaders. Will you remember them now?

They would be the first to say that if it needs another terrible war to impress their names on your memory it would be better that they remained in obscurity.

Shadow Of CONSCRIPTION Over Us

By A. G. GARDINER

Two recruiting sergeants look very proud of their latest "capture"

THE shadow of Conscription is darkening the sky. If it is to be averted the nation must know the facts and act upon them swiftly and courageously. In this article I shall attempt to lay the situation bare and as accurately as the fullest enquiries in responsible quarters permit.

In the vast defensive preparations which are being made in this country, as in all countries, against the peril that overhangs all nations, there is only one subject of deep and growing alarm. It is the failure of recruiting for the Army—both professional and territorial.

So far as the manufacture of the material is concerned there is no ground for supposing that the measures now being taken are inadequate for national safety. All the available mechanism is in action, and there is abundance of labour.

Nor is there a deficiency of men in two of the three great defensive Services. The sea is in the blood of our people and there is no need for a campaign to get men in the Navy. The sailor's life appeals to adventurous youth, and the man-power of the Navy is ceaselessly renewed by thousands of boys who take to the sea voluntarily because they like it.

So with the Air Force. There is no anxiety here in regard to recruiting. As fast as the machines are delivered and the aerodromes erected the necessary men are available, to be trained as pilots, observers, mechanics or members of the ground staff.

But the Army is stricken with famine. Its ranks are depleted and all its frantic appeals for recruits pass unheeded, or with such small response as to leave the wastage unrepaired and the position desperate.

Early next year when a certain service period ends the total regular Army strength will drop sharply by about 32,000, even if the best rate of recruiting for the last three years is maintained. And the Territorials will need about 40,000 men, making roughly 75,000 needed to fill the gaps. And this apart from extensions necessary in the grave conditions of to-day.

What does this mean? It means that, leaving aside any question of Continental service, the Army will soon be unable to carry out its "police" duties. Troops in India will not be relieved and other garrisons will be similarly affected. If an emergency arose, India would be left with skeleton defences. The Palestine riots were a warning of what would happen if a large expeditionary force had to be sent abroad. There would be no reserves to police our dependencies, or quell serious disorders.

It is this situation that is threatening the country with Conscription. For, apart from any menace of war, the Army must be maintained at a certain irreducible level if peace and order throughout the British Empire are to be maintained.

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Let me turn to the reasons for the disinclination of British youth to join the Army. It is not that the service is ill-requited in these days. There is improved pay, good and abundant food, marriage allowance at twenty-one instead of twenty-six, plenty of sport, excellent quarters, at least a month's leave a year and less "forming fours" than there used to be.

But the discipline and restrictions are necessarily severe, and the modern youth demands the maximum of personal freedom. He wants to "shake a loose leg," as they say in Lancashire, and the Army does not satisfy that condition.

But a more serious reason is that industry is competing with the Army in its demand for men—very often the same kind of men: those who are skilled in handling engines and in certain types of construction.

Thus the very rearmament which has helped to bring better trade has drawn possible recruits for the Army into the ranks of industry. There they can "shake a loose leg," while at the same time "doing their bit" for defence.

For the science of war has changed with the mechanisation of war, and the man who can handle a spanner and repair an engine is as important an instrument of war as a machine-gunner. But whereas the machine-gunner has no career after his service, the man with the spanner has become a trained mechanic who can find a place in industrial life.

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It follows that one of the chief handicaps to recruiting is the very reasonable objection that soldiering offers no career to the ex-soldier.

Attempts have been made by the establishment of vocational centres in the Army to remove this handicap. Thousands of Army men have been trained to some stage of proficiency in industry. But this has created another difficulty, for the trade unions have resisted attempts to place ex-Army trainees in civil life as skilled craftsmen.

Certain readjustments, to which I need not refer in detail, have been made in the Army to deal with the problem; but they do not amount to anything in bulk. The plain fact is that the recruiting of the Army on a voluntary basis is breaking down, and that if the process is not checked the Government, whatever it is, will be driven to compulsion.

Can the process be checked? The question raises the most difficult problem of democracy. Our success or failure to solve it is being watched with the deepest anxiety in the Dominions and hardly less in America.

The problem, of course, does not arise under the dictatorships of the Continent, where freedom is dead and everybody has to do what he is told to do. Our difficulties would arouse the scornful laughter of Hitler and Mussolini and Stalin, who have organised their countries on a basis of rigid militarism.

As a German expert in England recently remarked, "We should take the men from the distressed areas and put them in the Army and afterwards send them and their families to the open spaces of the Dominions."

I dare say they would. But, happily, the British Empire is not run on military rule or by a Dictator, and I think that Hitler himself would find that the "open spaces of the Dominions" were not exactly his to dispose of without a "by-your-leave" from the Canadian, Australian and South African peoples.

☆ ★ ☆

What then is to be done? We are, and we intend to remain, a free people. We loathe Conscription, and we believe there is no case for Conscription. But if the British Empire is to continue to function there must be an Army sufficient for its needs. We want that Army to be maintained as a voluntary institution, but we must give effect to that desire by filling its ranks voluntarily.

I suggest that the time has come for Mr. Baldwin to put this great matter frankly and uncompromisingly before the nation. Let him tell us the naked facts.

Let him, under the advice of his experts, propound a scheme, in collaboration with the employers, by which a sufficiency of labour may be voluntarily diverted from industry to the Army. Let him appeal to the unions to help to remove the soldier's fear that, after service, he will be down and out. And let him explain to the youth of the nation that if the spectre of Conscription is to be laid it must be laid by the voluntary service of a free people.

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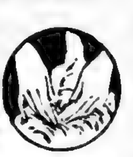

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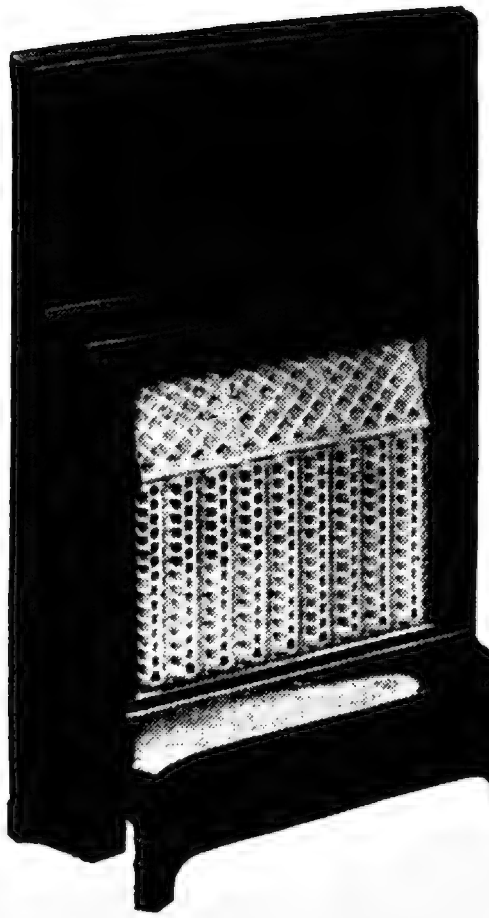

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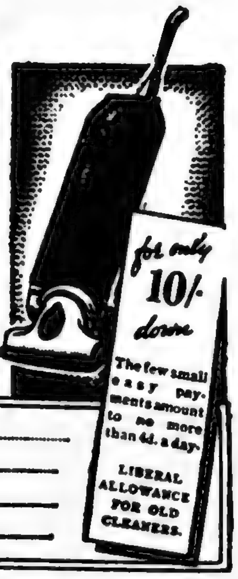
By Appointment

By Appointment

GIVE HER

The HOOVER

—AND YOU GIVE HER THE BEST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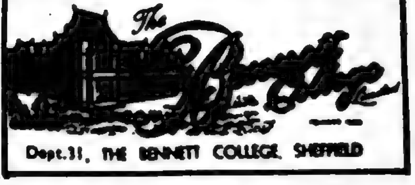


Dept. 31, THE BENNETT COLLEGE, SHEFFIELD

I UNMASK BEAUTIFUL SPIES—BY SUPT. HAMBROOK

Three NOTORIOUS Women

THE lovely spy of fiction is a fact. That, at least, was my experience, based on my investigations of the careers of two out of three notorious women.

Two of them moved in the highest circles; one providing music that enthralled in three lands; the other cultivated the society of the lovers of the depraved and eccentric.

Both used their social prestige to gather information vital to the war plans of the country they served—Germany.

The third notorious woman, a fraudulent medium, traded on the grief of men and women who wished to make contact with their dead relatives and friends.

Pride of place goes to Maria Cecilia Natalie Janotha.

She was socially in the highest flight of popularity, not only in England but throughout the Continent of Europe. Born near Warsaw, Poland, she was acknowledged one of the most accomplished pianists in the world.

She completed her musical studies under Joachim, Brahms and Mme. Schumann, and before she was twenty her skill had gained her world-wide recognition.

No one was surprised when, before the war, it was announced that she had been appointed court pianist to the Emperor and Empress of Germany, and the Emperor of Austria.

She was a frequent visitor to England, and played before Queen Victoria at Windsor, Balmoral, and Osborne. She was also a great favourite of Queen Alexandra, who regarded her not only as a highly talented musician but as a great personal friend.

* * * *

For a time she lived in apartments at Kensington Palace, and also at a house near Osborne, Isle of Wight, and there at various times she entertained men and women of the highest rank.

Wherever she went she was accompanied by her favourite black cat. It was known by the curious name of Prince White Heather, and wore a solid gold collar on which was inscribed its name and address.

When war broke out it was assumed that Janotha had gone back to Berlin, and much surprise was shown when it became known that she was still living in London, and that at a house in Holland Road, Kensington, she was receiving many guests, including men and women well known in Society circles.

There was no doubt that she was surreptitiously trying to obtain naval and military secrets of great value to Germany.

An order was made for her arrest and immediate deportation. One afternoon she had two "visitors" from the Yard, and after giving her just sufficient time to pack a small attaché case, they took her to Tilbury, where she was put on a steamer for Holland.

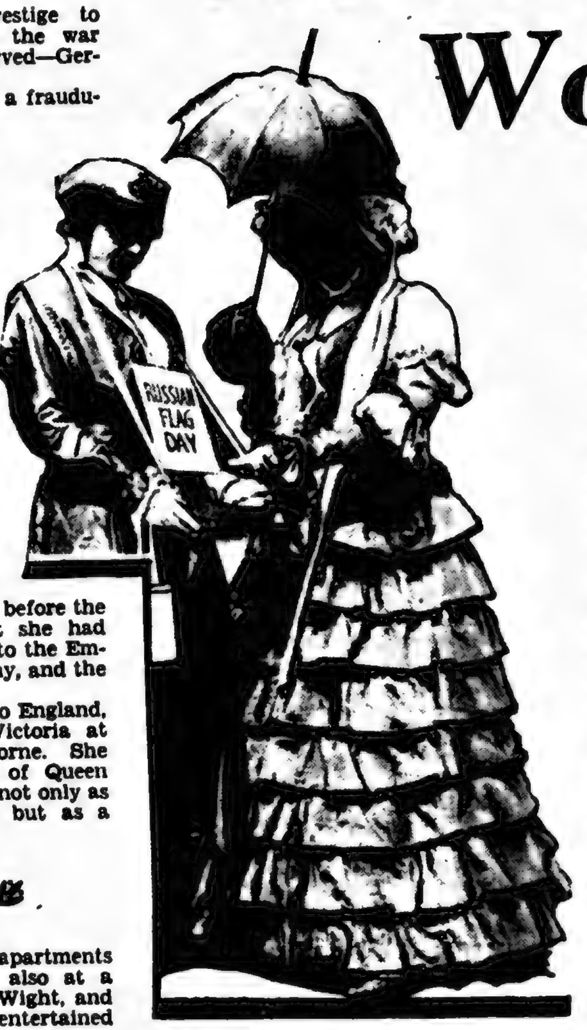
* * * *

Number two was Bertha Trost. She was accurately described as "the most evil and dangerous woman in London."

Despite her proved record as one who dealt in depravity and eccentricity, scores of people regarded her as a harmless creature whose sole ambition was to make herself famous as a beauty specialist.

Actually, she was a procuress and a spy, and masqueraded as a beauty specialist to lure into her net unsophisticated men and women, particularly those moving in official or semi-official circles.

She was a German, having been born at Frankfort-on-Main. She was a tall, fair-haired Nordic beauty with flashing eyes of a greenish hue.



Bertha Trost (right) wearing the early Victorian dress with elaborate coiffure which she affected, to the amusement of passers-by

When Trost took up her residence in London she appeared to be liberally supplied with money, and set up in business in Clifford-street, Old Bond-street, as a beauty specialist and antique dealer. There followed massage establishments of a very questionable nature.

Often this eccentric and glamorous woman was seen in Hyde Park riding in an open carriage, drawn by a pair of greys. She would loll conspicuously on the seat on vividly coloured cushions, holding over her head a tiny silk parasol to protect highly painted cheeks from the sun.

Trost affected an early Victorian style of dress with an elaborate coiffure, and passers-by gazed on this vision of feminine eccentricity with amused interest.

In a large house in Marlborough Gate, Bayswater, and also in Duchess Street, Portland Place, this eccentric beauty entertained in most lavish surroundings men and women who were amazed at the sumptuous character of the furniture and bric-a-brac and a weird exhibition of erotic pictures.

In one room, standing on an ornate pedestal, was a rosewood coffin on which was a silver plate bearing the simple inscription "Bertha Trost." She delighted in showing this relic to guests and explaining that she loved to gaze on what she intended to be her last resting place.

When war broke out Trost became a prominent supporter of schemes for the relief of the sufferings of wounded officers. It soon became evident that her real object was to impose on distinguished people in the hope of extracting from them valuable secrets for the Germans.

Proof of this was obtained and swift measures were taken to put an end to these activities. She was declared to be an undesirable alien, and an order for deportation was made. She was arrested and taken straight to Tilbury, where she was placed on a steamer for Rotterdam.

* * * *

Almira Brockway, the third of these notorious women, was a very clever and plausible charlatan who, by pretending that she had psychic powers, deceived many people who were led to believe that she could put them in touch with the spirits of departed relatives and friends.

I would not for a moment disturb the honest beliefs and conclusions of sincere Spiritualists, but it is important in the public interest that people who obtain money dishonestly should be exposed and, whenever possible punished according to law.

Almira Brockway was a cheat and a swindler. She called herself "Madame Brockway, America's Premier Psychic," and in a pamphlet advertising one of her lectures she definitely undertook to "deliver spirit messages through clairvoyance to members of the audience."

She claimed to be associated with a leading body of disinterested Spiritualists.

* * *

But that body issued a caution saying that Madame Brockway's services were given on the understanding that the fee paid was a remuneration for her time only, that the services as a psychic were given freely for experimental purposes.

No guarantee was given, in this warning leaflet, either by the group of Spiritualists or by Madame Brockway, that future or past events would be revealed, or that the experimenter would be put in touch with the "so-called dead."

Madame Brockway, however, did pretend, in spite of all this, to be able to communicate with the "so-called dead," and during the early months of the war she obtained sums of money from people who, in the agony of losing their loved ones, turned for solace and

(*Continued on page 30*)

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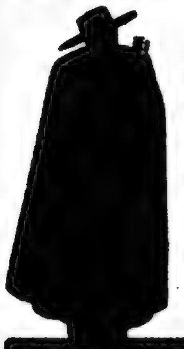

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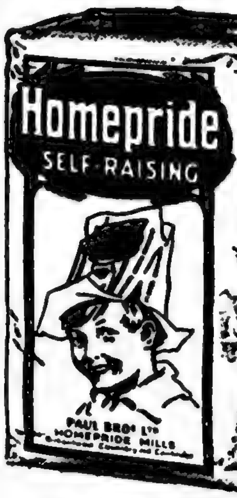

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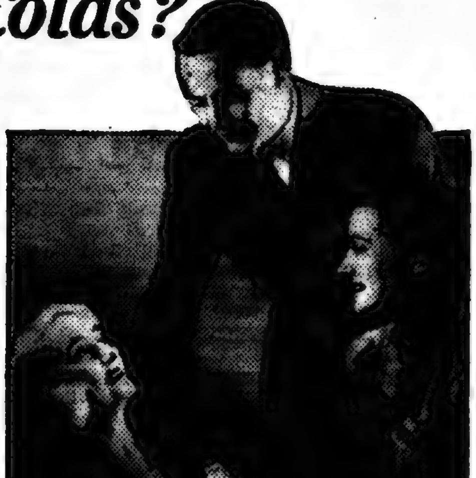

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'Angiers' is a standard approved treatment for colds, coughs, bronchitis, and all catarrhal affections of the respiratory or digestive system.

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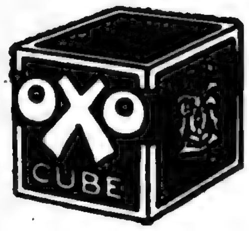
Oxo Cubes *provide the meat basis of gravies in the handiest and most economical form. Their rich Beef ingredients add strength and flavour.*

Oxo gravies add greatly to the enjoyment of the meal, assist digestion, and promote the development of a healthy physique and an active mind.



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Continuing -- THREE NOTORIOUS WOMEN

Wiles Of A BOGUS MEDIUM

consolation to the claims of this scheming " premier psychic."

She was a citizen of the United States, and the full exposure of her tricks was due mainly to an investigator.

Madame Brockway was described as a nimble-witted woman with smooth grey hair and sharp grey eyes; extremely businesslike and brisk in her methods.

When the investigator began his interview with Madame Brockway, there was a pencil and pad on a card table.

" Take the pencil," said Madame, " and write down the name of, say, a couple of spirits you knew. Write the names distinctly, and underneath two or three questions. If the spirits are anywhere about, I guess we'll get through to them all right. If not, don't blame me, but them."

Three names were written down, with three questions under each. Madame Brockway pressed the first paper (folded in four) to her forehead and began to talk volubly.

* * * *

The electric light overhead sent a ray in the direction of her lap, and as she chattered on, her fingers holding the paper shifted from forehead to lap, where for a moment their movement was invisible under the broad edge of the card table.

But the rustle of the silk dress did not hide the rustle of paper. Quickly her hand was back to her forehead with apparently the same slip of folded paper there; but her other hand was busy in her lap, and there was more rustling of paper. Then she shifted the paper from her forehead to her left ear as though to " listen-in."

None of the names given was accurate. One of the blunders which exposed Madame Brockway as a cheat was when she confused the name " Fred " with " Ned."

The investigator's writing made the "Fr" look like "N," so that the fee-snatcher in looking at the paper in her lap made a fatal mistake.

MADAME JANOTHA

World-famous pianist, who, after playing before German and British Royalty, was discovered to be a spy

In all her dealings "Madame" was the brisk, matter-of-fact American business woman. After confusing the name Fred with Ned, she tried to cover up by saying: " I guess he is a bit shy. He is one of the lonely spirits.

" This is the first time he has been called up, and he is so excited about it that I guess he don't exactly know what he is doing."

She tried again, this time confusing Hoskins with Hopkins. One of the questions asked was: " Is she all right? "

The answer was: " Well, I guess she is, and I guess she isn't. Beware of that dark woman. She has got you on the end of a bit of string, and if I were you I would cut her right out of my life altogether."

* * * *

The trap was well laid, and Madame had fallen right into it. " She " was dark, but was not a woman—only a black kitten!

The farce had gone on long enough, and as the fee was paid, the " premier psychic " was congratulated on the success of her sleight-of-hand in substituting the papers as a money-making trick.

She protested, but the ruse was obvious. The paper with the name and questions was folded as Madame directed. As she moved this paper quickly from her forehead to her lap, she changed it for a blank piece folded the same way.

So, while the person seeking information watched the paper pressed to Madame's forehead, she was busy trying to read what was on the paper in her lap.

Once having got the name right she could so frame her other answers that the ordinary person would be deceived.

In court, it was stated that Brockway had received £115 over a period of thirty-four days—according to her own books.

She claimed she had been upset, but the magistrate drily remarked that that did not prevent her from taking her fee.

Brockway had begun as a genuine investigator, and had some psychic powers, but the lure of easy money was too much for her. As the powers faded she resorted to cheating and paid the penalty in this case with a fine of £50 and deportation to the United States.

'FRONT PAGE NEWS'

Starts Next Week.

A New Series beginning with

Armstrong's Other Murders

By

Stanley Bishop

Ace reporter of British journalism.

For thirty years Bishop has "been in at the death" of every great news story. His memories are vivid with history in the making. Kings, millionaires, master criminals, notorious women, celebrities and humble heroes...he has known them all.

OUT *of the* ELECTRIC MUDDLE

A WAY to put electricity for lighting and heating, cooking and washing within the reach of far more people than at present has been worked out by the P.E.P. (Political and Economic Planning) Group.

This is an independent body of experts, Civil Servants, industrialists and so forth. In their " Report on the Supply of Electricity in Great Britain " they show how the electrical distribution industry can be painlessly placed under public control and how everyone can have cheap electricity.

It is expected by the Central Electricity Board, which controls the Grid system, that the proposals in this report will be carefully considered by the Government.

In the past, P.E.P. has seemed to us to be tainted by tendencies towards intellectual Fascism. The group has tended towards ideas of government by a little group of high-powered experts, supermen who know better than common people what is good for the world. It has sometimes forgotten democracy in its manifest good intentions towards the human beings who make up the nation.

But this report on the supply of electricity seems a sensible and excellent piece of work.

If the report's proposals were put in operation distributing companies would not be able to earn enormous profits by overcharging—as JOHN BULL last week showed that many do; and workers in remote agricultural areas would have cheap electricity in their homes. Voltages would be standardised, so that when you move from one area to another your bulbs, electric irons and fires would not have to be scrapped, as is often the case at present, and excessive prices could not be charged for these appliances.

The report suggests greater powers for the Electricity Commission, so that it could fix the highest prices which supply companies might charge per unit. The companies, it is urged, ought to devote 70 per cent. of all profits over 5 per cent. to reducing prices.

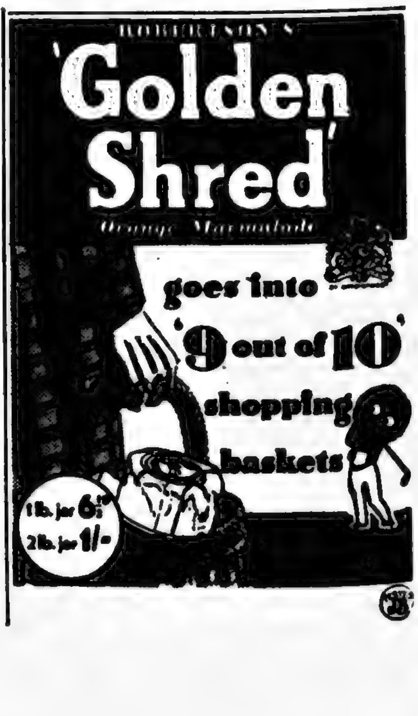
The report proposes an " Electrical Development Authority " with powers to take a levy on all sales of electricity, and to use the money to bring electricity to districts which have none. Where too high a price was being charged for cookers, heaters and other electrical appliances, the authority would have them manufactured and sold cheaply.

Another good point is the recommendation that the Electricity Commission should be able to require electricity undertakings to provide facilities for the hire or hire-purchase of appliances, and to give easy terms for wiring.

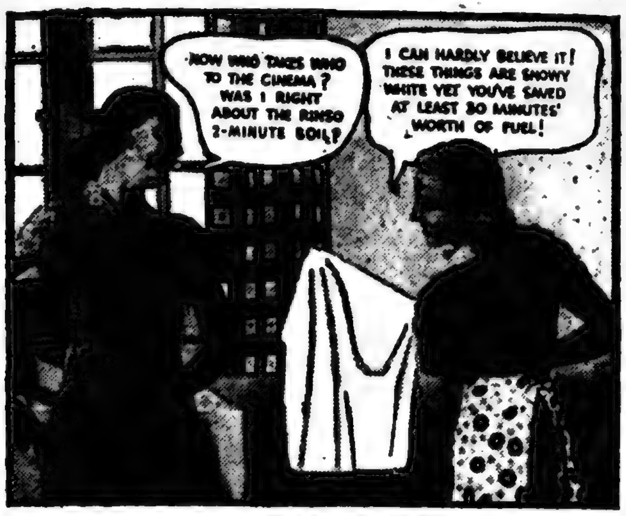
If consumers think prices too high, says the report, then the Electricity Commission should accept petitions signed by over ten people in country areas, and over twenty elsewhere. The Commission would then make enquiries and its decision would be final.

While not proposing nationalisation of the electricity supply industry, this report does show how the present disgraceful system could be largely abolished and the benefits of cheap electricity be made available to the mass of the people.

Let us hope the report is not just pigeon-holed in Whitehall, but adopted and put in practice by the Government.

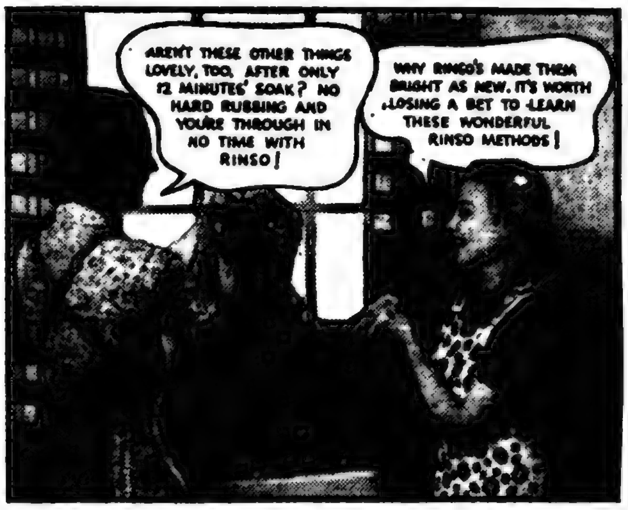


WOMEN NOW DO WEEKLY WASH HOURS FASTER


NOW WHO TAKES WHO TO THE CINEMA? WAS I RIGHT ABOUT THE RINSO 2-MINUTE BOIL?
I CAN HARDLY BELIEVE IT! THESE THINGS ARE SNOWY WHITE YET YOU'VE SAVED AT LEAST 30 MINUTES' WORTH OF FUEL!

2 MINUTES' BOILING

As soon as women try the new Rinso method of boiling clothes they are delighted! You, too, should try it. Just pop your clothes into the copper in lukewarm Rinso. Bring them to the boil and then boil for just 2 minutes. No hard rubbing—only a light rub here and there and you're through! You'll save money on fuel—and soap, for Rinso does your whole wash alone and unaided. And your clothes will be brilliant!


AREN'T THESE OTHER THINGS LOVELY, TOO, AFTER ONLY 12 MINUTES' SOAK? NO HARD RUBBING AND YOU'RE THROUGH IN NO TIME WITH RINSO!
WHY RINSO'S MADE THEM BRIGHT AS NEW. IT'S WORTH LOSING A BET TO LEARN THESE WONDERFUL RINSO METHODS!

OR 12 MINUTES' SOAKING

There's also a new Rinso method for clothes that don't need boiling. These things don't have to be rubbed clean or soaked for long periods any more. The Rinso 12-minute soak will make them brilliant. Just put the clothes into lukewarm Rinso suds. Let them soak for 12 minutes. Then squeeze them gently through the same suds. You'll have your clothes out drying in record time and you won't have any more hard rubbing or backache. Remember, 2 minutes' boiling or 12 minutes' soaking...

...IS ALL YOU NEED WITH

RINSO

3½d., 6d. and 10d. a packet

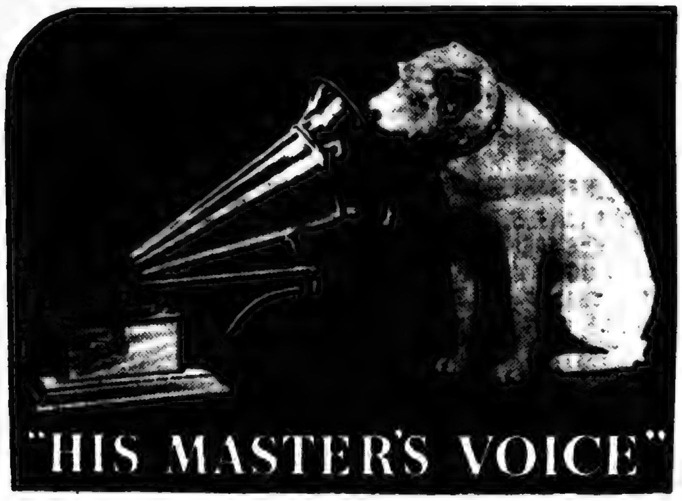
Rinso
2 MINUTES BOILING

R 2293-541 *R. S. Hudson Limited, London.*

MEAT IS MORE
D GESTIVE AND
A ATABLE WITH
M L TARY
PI KLE. RY
TA ING
BOTT E FO
ALL TO NJO

MILITARY PICKLE

Of all Grocers

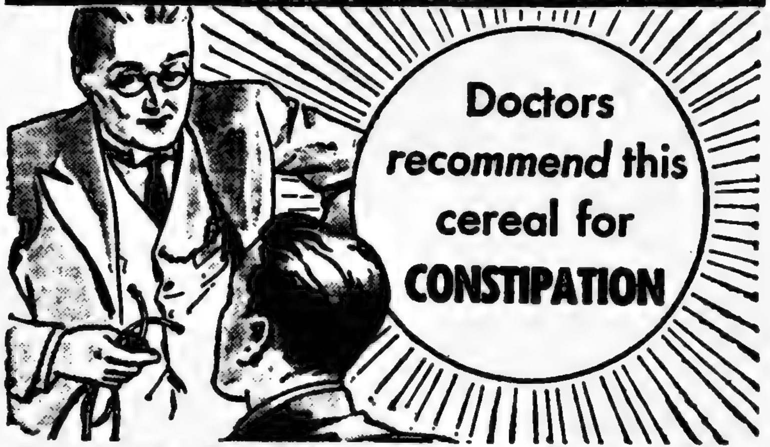

"HIS MASTER'S VOICE"

RADIO

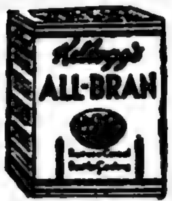
By Appointment

To-day the name "His Master's Voice" and the world's most famous trade-mark stand more than ever for the foremost developments and the highest quality in sound reproducing instruments. Yet one of the new "His Master's Voice" All-Wave Radio receivers is obtainable for as little as 9½ guineas. The new models are constructed so as to receive programmes from all parts of the world with regularity and high quality reproduction. The new "H.M.V." cabinets will be admired for their beauty and fine craftsmanship.

KEEP ON THE SUNNY SIDE OF LIFE


Doctors recommend this cereal for CONSTIPATION

You won't find Doctors advising pills or drugs. But you *will* hear them prescribe Kellogg's ALL-BRAN—a cereal food. For ALL-BRAN supplies the "bulk" needed to clear the intestines of wastes and impurities. It is a gentle, natural remedy for constipation. Eat two tablespoonfuls every day. Delicious with cold milk or cream. No cooking required. All grocers sell it.


Kellogg's
ALL-BRAN

7½ D Per Packet

Kellogg's ALL-BRAN

the gentle, natural way to relieve

CONSTIPATION

181

For 10 Years, broke up every Cold overnight!

SINCE I WAS 5, I'VE NEVER SPENT A DAY INDOORS WITH A COLD–THANKS TO VICK!

Mrs. E. Kimbell, Sunnyhill Rd., Streatham, says: "Richard has been very subject to colds, but rubbing his chest and back with Vick brings quick relief. Next day the cold is always almost over."

The 3-MINUTE VICK MASSAGE Breaks up most colds Overnight

Simply rub Vick brand Vapour-Rub on throat and chest, and on the back—between and below the shoulder-blades. Then spread it thick on the chest and cover with warm flannel.

No Waiting—Acts Instantly

The brisk massage starts Vick working through the skin like an old-fashioned poultice. Even before you finish rubbing, the chest and back feel warm and comfortable as Vick begins to "draw out" tightness, break up congestion.

At the same time, warmed by the body, Vick releases its powerful medicated vapours. Breathed in for hours, 18 times a minute, they clear the air-passages, make breathing easy again.

Relaxed and comfortable, the patient soon sleeps. And Vick's double action keeps on working for hours, breaks up most colds by morning.

Now Improved— WHITE, STAINLESS **VICK** BRAND VAPOUR-RUB

AMBROSE WILSON'S

Half-Guinea FROCK Bargain

(FULL W. 12/6)

This delightful art silk marocain frock (Model K496) is the latest example of the wonderful value we are offering. *Send for one now to try on in your own home (without obligation, of course) and see how effective and smart it is!*

1/6 DEPOSIT SECURES

(returned at once if not satisfied) and balance may be paid in small monthly instalments of 2/6 if preferred AT NO EXTRA COST. Full Price 10/6 (Full W. 12/6) Postage 6d. *Frock has leg of mutton sleeves and straight skirt. Front basque is edged with frilling to match neck.*

COLOURS. Ruby Red, Navy, Spindleberry Pink, Black.

SIZES. SW. 45, 48. W. 46, 48, 50. Full W. 49 ins.

It's Easy to Pay the Ambron Way

COUPON

Please send me frock K496

Bust & Length	Colour

J. Bull 12/12/36

I enclose crossed // Postal Order for deposit and postage together with my full name (Mrs. or Miss) and address. Overseas full cash only.

SATISFACTION or MONEY REFUNDED. Post at once to:

AMBROSE WILSON L^TD

500 Ambron House 60 Vauxhall Bridge Rd, London, S.W.

I Play SANTA

—And Discover 'STRESTERY'

" I still have some faith in the credulity of girls, but few of the boys believed I was Santa Claus "

I AM a family man of some experience and have always been ready to pass on a tip to a younger friend about the traits and instincts of kiddies. But I know just nothing at all about children. I learned how abysmal is my ignorance at one of the great London stores this afternoon.

My stupidity must have meant a tremendous loss of trade, but the management took the risk of allowing me to play the part of Santa Claus in the toys department.

In the four hours after lunch until closing time, twelve hundred youngsters plumbed the depths of my innocence about them. They came steadily at the rate of five a minute, and each twelve seconds with one of them added a new little chapter to my domestic education.

After smearing my face with five different coloured paints they marched me to the entrance of a cave in a forest and pointed out that a cottage among the trees was the home of the wicked witch.

A groan of dismay went up from the real Father Christmas of the stores when he inspected me in his borrowed uniform.

"Heavens, man, your boots!" he wailed. I thought they were a rather nice pair of shiny knee-high boots, with their deep top-pieces of crinkly wool.

My dresser and make-up man had omitted to smudge them with streaks of whitewash. Soon I was to learn from experience that the first thing every child looks for on the person of Santa Claus is the snow on his boots. Ten times in the next four hours my boots had to be whitewashed. Every coating was rubbed off by sly little fingers testing the genuineness of the snow.

Standing with me at the door of the cave was Miss Prudence, a sweet little fairy whose job is to wave a starry wand over the incoming children with a benediction of fortune and happiness. My first client nearly brought tragedy into the forest with her. She screwed up her nose, poked out her tongue, and so incensed Miss Prudence that the fairy darted at her with wand couched like a lance. Happily, there was no bloodshed—only a closeup exchange of grimaces.

Throughout the afternoon there was only one casualty. A strapping youth of eight came in with his mother, who alone of the two seemed fascinated by my splendour and surroundings. "Look at the trees, Ted," she exclaimed. "They're real!"

"Bah!" said her escort. "They're just cardboard." To prove it, he took a running kick at one of the tree-trunks. The din was deafening as they led him to the lift to transport him to the first-aid station in the basement for examination of his toes. All the trees in my forest were stout steel tubes with papier-mâché bark.

In half an hour I had learned the folly of asking a woman her age. If she is over eight, she stares at you with cold contempt for your lack of gallantry in having put any such question to her.

Do you know where Strestery is? It took three confidences whispered in my ear before I did. It is another name for Distressed Area.

Somewhere on the fringe of the forest, I believe, the children paid a fee to use the path to my cave, where each was rewarded with a parcel containing a toy. One in twelve of them asked me please to keep their gifts and take them on Christmas morning to Strestery.

"You know," a buxom dame of five prompted me, "to the babies in Strestery, where the King went."

That was genuine benevolence. But, somehow, I did not altogether like the brand of charity practised by a curious type of little girl whom the real Father Christmas of the stores classifies as "Smugs."

A Smug would advance to me with a mien so crisp and actions so haughtily deliberate that she gives the impression of having left home without her lorgnette. She produces a well-filled purse, extracts a coin between the tips of two fingers and hands it to me with the remark, "Will you please be good enough to buy a toy for the oppital in the East End—the one, you know, to which the Queen goes."

And "Oh," she adds with an artificial afterthought and again taking something from the purse, "here is my card with my name and address to go with the thing."

There is something so peculiarly old about this type of child, compared with the happy naturalness of the others, that I asked one of them her age.

"I am in Form One," was all the information I got.

After an hour I had to empty the contents of my capacious pockets. They were overflowing with slips of paper bearing lists of my young patrons' Christmas gift requirements.

Those of the younger ones who don't bring written requests stutter them out in well-rehearsed recitation. A lady from Guildford, rising seven, impressed upon me at the close of her speech the advisability of coming punctually to her home at 7.30 on Christmas morning. At that hour she would be serving tea to her parents and there would be a cup for me.

Usually the recital of their needs and wishes ends with something specially desired for their mothers. "And a fur-coat and a turkey for mummy," was a common reminder.

"Anything for your daddy?" I asked a three-year-old colt.

"Yes, please," he gasped in my ear. "A big lot of pound notes."

The real Father Christmas who hovered near me in his civilian garb was appalled by the manner in which, at first, I dealt at parting with the older boys of nine to eleven. I thought I was being paternal, but I was told I was cissy-like.

The recipe for the adieu is to look your guest full in the eyes, swing your hand heartily towards him, grip until he flinches and say slowly and very firmly, "Good-bye, old fellow. Hope you have a merry Christmas." He departs exultant.

Bit by bit I acquired some patter about the speed of my reindeer and the difficulty of taking the soot out of my beard after each chimney descent. I stopped using it when one atheist called me "an old liar."

I volunteered a promise to a somewhat stupid-looking maiden to go down the chimney of her home.

"Oh, no, you won't," she said, "we've got central heating."

"Then, of course, I'll come through a window," I rejoined.

"No you won't," she flashed back, "we've got burglar locks."

When, at the end of the day, I was removing my make-up with cold cream I asked the true Santa Claus what his occupation was apart from his Christmas duties. He told me he was an actor. I might have known. Only an actor could do this job.

My ankles and knees are sore with the kicks from clambering little feet and my chest and jaws bruised with the pummelling of tiny fists.

I still have some faith in the credulity of girls. But I know that no boy of any age who came to my cave believed for a moment that I was Santa Claus. Their epithets like "Fraud," "Swizz," and "Bund" are still ringing in my ears.

W. M.

THE DEBATE

EXCITING news awaited the regular customers of a Liverpool hotel recently. They arrived to find that a chimneystack had fallen through the roof of the building into a room in which it despoiled with soot and cinders everything that hadn't been crushed.

"If *I* had been standing there —" was the tenor of their conversations. It was easy to see that there might have been loss of life.

To-day, those customers have other topics of conversation. The licensee tells us so in a letter.

Receiving from JOHN BULL a cheque in respect to the damage, sent because he had qualified for the protection of our unique free family insurance by signing a coupon at no cost to himself, he decided to put a copy of JOHN BULL on his counter every week.

"My customers are greatly interested," he writes, "and many are the arguments centred around the contents."

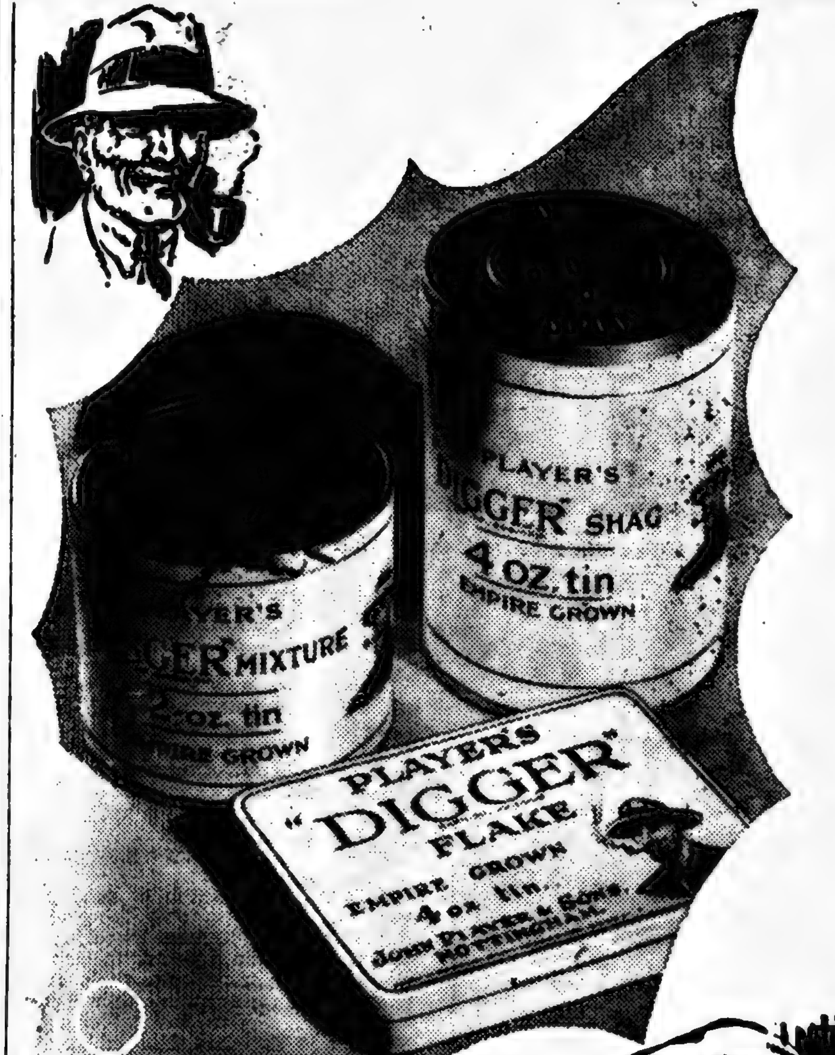
We suggest that they must, at least, be in agreement on one thing—the duty of anyone with responsibilities to insure free of charge through JOHN BULL. We expect they will buy copies for themselves and send us the all-important coupon.

And what about you? Your coupon is on page 35

Noël feeling!

There's no ill-feeling after the heaviest meal, if you have Pan Yan on the table. As well as adding to the flavour of all foods Pan Yan stimulates the gastric juices—so that you digest your food better and feel grand!

PAN YAN FOR JOLLY GOOD MEALS



FLAKE MIXTURE OR SHAG

Knowing your man is rather important but with a gift of Tobacco, "Digger" is so popular (more smokers buy it than any other Empire Tobacco) that you stand an excellent chance of really pleasing him, with say a sizeable looking ½-lb. tin which costs only 2/8.

PLAYER'S

DIGGER TOBACCOS

1/4 2 oz TIN
2/8 ¼ lb TIN

Issued by The Imperial Tobacco Company (of Great Britain and Ireland), Ltd.

"John Bull" Guarantee.

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee:—

All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked— In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

***ODHAMS PRESS LIMITED*, Proprietors of "John Bull."**

Make them all with a

HOBBIES FRETWORK SET

A splendid hobby from a splendid set of tools. Make furniture, doll's houses, models, ukuleles, etc., half shop price. Patterns, wood and materials supplied. You can start with any set.

FROM 1/6 TO 20/-

Write for free booklet and specimen Hobbies to address below. From leading toyshops, ironmongers, bazaars, etc. Hobbies own branches or Hobbies, Ltd., Dept. 45, Dereham, Norfolk.

TO MEN & WOMEN OF ALL AGES—ESPECIALLY THOSE OVER FORTY

"Both my husband and myself have been taking 'Phyllosan' tablets and have proved them to be a wonderful help. We cannot speak too highly of them." (Mrs.)——

Husbands, Wives and Happiness

How much 'Phyllosan' brand of chlorophyll tablets are contributing to the happiness of married life is best expressed in the words of those who have actually experienced the revitalizing and rejuvenating effect of "the most wonderful substance in our world."

"My husband and I have been taking 'Phyllosan' tablets for a few weeks, and we are both feeling about 20 years younger!"

"My husband is taking 'Phyllosan' tablets and is feeling much better. I have taken them and have received much benefit. We would not be without them."

"My husband has been very ill with blood pressure. He was recommended to try 'Phyllosan' tablets. They are already making a new man of him."

'Phyllosan' tablets give superabundant vitality

Whatever your age, however fit you feel, you will never know how well and fit you can be until you have taken a course of 'Phyllosan' tablets. "*Clinical experiments show that they bring about an increase of physical and vital forces,*" states the 'Practitioner." 'Phyllosan' tablets stimulate metabolism, thereby speeding up the replacement of worn-out tissue cells and filling you with *new energy* and *superabundant vitality*.

'Phyllosan' tablets present in medicinal form the natural basic substance of all vital energy—the very essence of life! "*There is no remedy in existence capable of strengthening the entire organism with the same efficiency as 'Phyllosan' tablets,*" states Dr. T— in '*The Swiss Medical Review.*'

'Phyllosan' tablets are not a drug

'Phyllosan' tablets contain no deleterious chemicals, no alcohol, no strychnine, no animal extracts. They have no unpleasant after-effects, are non-constipating and tasteless.

'Phyllosan' tablets are the brand tablets sold by Natural Chemicals Ltd., and are prepared according to the formula and under the direction of E. Buergi, M.D., Professor of Medicine at Berne University. The 5/- size is double, and the 20/- size nearly ten times the 3/- size.

Start taking 'PHYLLOSAN' TABLETS TO-DAY!

BRAND OF CHLOROPHYLL

To revitalize your Blood, rejuvenate your Arteries, correct your Blood Pressure, fortify your Heart, strengthen your Nerves, increase all your Vital Forces

FREE! Tablet-container & Book

We offer you a novel tablet-container in coloured bakelite, for pocket or handbag, into which you can put twelve tablets so that they can be shaken out two at a time. This container will be sent FREE, together with a copy of our book "Revitalization and Rejuvenation a Modern Possibility," on receipt of coupon and 1½d. stamp for postage. (No tablets will be sent with container).

Proprietary rights are not claimed apart from the registered trade mark 'Phyllosan' which is the property and denotes the products of Natural Chemicals Ltd., London.

COUPON

To Natural Chemicals Ltd. (Dept. 47)
12 Clipstone Street, W.1

I enclose 1½d. stamp. Please send a pocket-container for 'Phyllosan' tablets together with free book. J.B. 12/12/36

Name......................................

Address......................................

....

Write in BLOCK LETTERS. Use margin. Send stamp in sealed envelope.

HE'S SHIELDED AGAINST THOSE "CONSTANT WINTER COLDS"

Why accept it as inevitable when Winter comes, cold after cold is to be your lot? That continual sniff . . . that constant cold in the head . . . that stuffed-up feeling . . . making life a misery should not be tolerated.

It's dangerous to neglect CATARRH . . . it is spelling for trouble later . . . deafness, head noises, loss of smell—*and worse.*

End this continous catarrh with Potter's Catarrh Pastilles. They instantly melt the phlegm, clear head and throat, and act as a powerful antiseptic (vital when travelling in trains, tubes, 'buses, trams or where infection is present).

★ INSTANT RELIEF for NASAL CATARRH, THROAT COUGHS & COLDS, BRONCHITIS, HAY FEVER, etc., etc.

Read This Testimonial
B.S., Dallinger Road, S.E.12.
"I wish to thank you for your Catarrh Pastilles. They are really splendid when cold in the head threatens."

Buy a handy 1/3 tin at any chemists, stores or herbolist's, or 1/4½ post free from makers.

POTTER & CLARKE LTD
61s ARTILLERY LANE, LONDON, E.1.
(Makers of Potter's Asthma Cure)

POTTER'S CATARRH PASTILLES

Pefere Buying Your Radio . . .
Don't overlook pages 6, 14, 31 & 39.

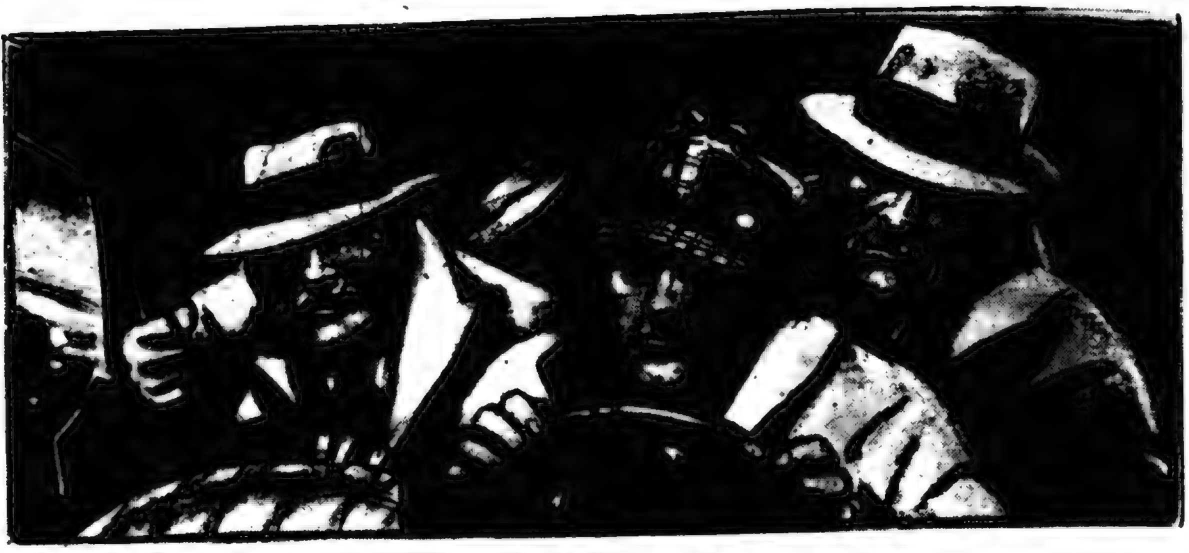
TO AVOID Flatulence AND PAIN AFTER MEALS

The secret of keeping free from indigestion and distressing flatulence lies in restoring the normal activity of the gastric juice so that the digestion of food starts at once and is finished without delay. This is precisely the help you get from 'Milk of Magnesia'. It sweetens a sour, acid stomach within five minutes and stops acute indigestion almost instantly. It enables you to enjoy and digest every meal with ease; free from pain and flatulence.

For convenience, many carry 'Milk of Magnesia' in the handy Tablet form. Each Tablet equal to one teaspoonful of 'Milk of Magnesia'. A neat flat tin for the waistcoat pocket or lady's bag 1/-; also in bottles 2/- and 3/6 for family use. Of all chemists.

MILK OF MAGNESIA BRAND TABLETS

'Milk of Magnesia' is the trade mark of Phillips' preparation of Magnesia.



He drove as if he were going to smash into the stationary vehicle

CATSPAW For GANGSTERS

My Big Story

By Registered Reader No. 333,528

As told to Conrad Phillips, who is visiting registered readers' homes and retelling their big thrill. £5 5s. is paid for each story, published. This week's story is from Mr. G. Browne, 160, Pullman Court, Streatham, London, S.W.

"THERE'S a likely looking guy over there," said Mike Donovan, indicating a tall, muscular youth who was sitting reading a newspaper in a café on Pender Street, Vancouver.

"It's O.K. if he can drive," commented Stanton.

They walked between the marble-topped tables at which sat men from the prairies and lumber camps.

Donovan and Stanton went over and sat at the table where the youth sat.

"Say, Buddy," Donovan said, "can you drive a car?"

"Sure I can."

"We want you to drive a car down to Seattle to-night. We'll pay you a hundred dollars.

The youth pondered the matter.

"Well," he said at last, "it don't make sense to me, but I'll have a go." They left the restaurant and went to a disused warehouse near Granville bridge. In a garage there a mechanic was warming up a limousine.

Stanton asked Donovan to get into the car, and, turning to the youth, said, "O.K., Buddy, we're to move off."

"Before we go any further, Mister," he said to Donovan, "when do I get paid?"

▼▼▼

Stanton smiled and took a wallet from his inside pocket.

"Now, if you like," he said, counting out a hundred dollars in five- and ten-dollar notes.

"By the way," he added, "here's your driving licence. Your name's John Harvey. Savvy? There's a certain amount of risk attached to this trip. But if you keep your head you'll be O.K."

Browne turned around and regarded the speaker curiously.

"Maybe if you'll tell me what this racket is," he said, "I'll know what I'm doing."

"Ask no questions about that," Stanton said. "All you've got to do is drive this bus."

Browne put the car into gear, and soon it was humming down the Pacific highway towards the American border.

Browne liked the feel of this powerful machine. It reminded him of England, when he used to drive his father's Bentley. That was five years ago. Lots had happened since then. He had gone to Canada against his father's wishes. A summer working on the prairies had almost killed him. Winters working in Montreal as a dishwasher and riding the rods of freight trains across the continent had given him a bitter taste of adventure.

Before he met his present associates he had wanted to go home. This job had come at a time when he was on his beam ends. Just before they approached him he had spent his last half-dollar on a feed.

Had he known what the men's business was he would have felt happier. The mention of a risk made him apprehensive. He wondered what it was. From what he saw of the men he guessed they were gangsters of some sort. Anyway, it was futile worrying now. He was in it up to his neck. The outcome was in the hands of the gods.

They passed swiftly through New Westminster. The two passengers in the back seat were silent. They sat pensively smoking cigars. It was not until they were approaching the border town of Blaine, that they spoke to the driver.

"In case they ask you," Stanton said, as the car pulled up behind a long queue waiting for permission to cross the border, "we're on our way to Seattle on business."

Two revenue men gave the car the once-over. An immigration officer asked questions as to their destination and the probable length of their stay. A half-hour later the trio were speeding along the dead-straight road that led to Bellingham.

"Say, what's that ahead?" Stanton suddenly exclaimed, leaning forward and indicating a car that was visible in a patch of moonlight about 300 yards ahead.

"Suppose it's Lefty's car," Donovan murmured. "You don't suppose he'd try any high-jackin' stuff, do you?" He leaned over to the driver. "Say, you," he shouted. "When you get level with that car, step on it like hell! If any of the mugs stand in the road, run 'em down."

▼▼▼

Browne's face paled. He knew what he was in for now. It was just as he had expected. The men were gangsters. He watched the car ahead being backed at right angles across the road.

He drove as if he were going to smash into the stationary vehicle, but a few yards before reaching it he swerved to the right.

More by luck than judgment Browne missed the blockading auto, but, in doing so, almost overturned his own car. On the road again, he was startled by a volley of shots from behind. One bullet drilled a hole through the windshield close to his head. He ducked involuntarily.

"Step on it!" yelled Donovan.

He was going all out now. The powerful engine of the car roared furiously in the night. The speedometer needle was quivering near the 90-mile mark.

"Once we get to Bellingham we're safe," Stanton shouted. "The boys are picking us up there."

"They'll never catch us now," Donovan said, glancing over his shoulder. Just outside Bellingham he told Browne to pull up beside a petrol station to the right. As he drove up to the pumps he saw another car standing in the shadows.

It was full of dark, vicious-looking men. When the car had stopped, Donovan told Browne to get out. A tall, sinister-looking man spoke to Stanton.

"Say," he said, indicating Browne, "who's this guy?"

Stanton explained.

"O.K., Buddy," the newcomer said to Browne.

The speaker climbed into the driver's seat and drove off. The other car followed.

▼▼▼

When the first car came into the light of the neon sign which illuminated the front, Browne saw two bullet holes in the body, from which flowed liquid.

He glanced down at the ground where the car had stood and beheld a small pool. Stooping down, he dipped his fingers into the pool and smelt them. It was whisky.

"Say," said the station attendant, following Browne's example, "it's booze. That's a new one on me."

"What is?" Browne asked him.

"Why, running hooch in a car with hollow coach-work."

"Pretty smart," Browne thought, but what he couldn't understand was why the bootleggers had hired him to drive the car. The only explanation was that something must have happened to their regular driver. Anyway, the hundred dollars was a godsend to him. It enabled him to get back to England in comfort.

BETTER NEWS FOR RHEUMATIC SUFFERERS
Fynnon Salt not so hard to get

Rheumatic sufferers who wrote to the proprietors of Fynnon Salt about the difficulty of obtaining this wonder remedy will be relieved to know that chemists are now receiving a regular supply.

Every letter has paid a touching tribute to Fynnon Salt. For example, "I am very worried not being able to obtain your valuable Salt owing to stocks being exhausted, as I have taken it so long and found it so beneficial for rheumatoid arthritis." Here is another: "It is annoying to find chemists out of Fynnon Salt as we have found it such that we wish to continue with it. Other friends are also anxious to get it again." Here is one more: "I have derived great benefit from Fynnon Salt for Rheumatism, so naturally I want to keep on with it. I am disappointed to find that my chemist's stock is exhausted."

The fame of Fynnon Salt has spread like wildfire as one rheumatic sufferer has told another of the magic benefit it brings. For a time the chemists could not meet the demand, but extra supplies are available now and rheumatic sufferers need not be disappointed any longer. Ask your chemist for a 1/3 tin.

GLASGOW MOTHER'S ANXIETY

"What's wrong with my child?"

"AT a recent school outing I could have hidden my face in shame," writes a Glasgow mother. "My girl seemed so pale and peaky beside the other girls. Even Mary, my sister's child, who's a few months younger, is much stronger and catches colds much less often. My sister gives her girl Scotts Brand Emulsion in winter, but I gave Edna a cod liver oil tonic, too. If only I knew what was wrong."

Doctors still say, as they have done for generations, that there's no finer body-building tonic for children than cod liver oil. Yet thousands of mothers have the same bitter experience as the one who wrote the above letter. That's the risk you run if you give your child plain oil or an ordinary cod liver oil mixture.

A Great Medical Discovery

An eminent Research Body has discovered the reason. Its report says that **cod liver oil should be made digestible in order to do good; it should be made into the white creamy form of Scotts Brand Emulsion, so that children can get all the body-building goodness they need.**

Other winter tonics may either upset your child's digestion or let the vital oil pass through without doing good. But Scotts Brand Emulsion is absorbed into her system within 30 minutes after taking, and by that time every drop has gone to strengthen her whole body, particularly her chest and lungs.

That's a fact you must remember when you go to the chemist's to buy a winter tonic for your child. A body-building tonic can do good only if it is digestible. It is wholly digestible only if it's in the form of Scotts Brand Emulsion.

This easily digestible tonic puts into your child's body just what it needs. Purest cod liver oil to make sound muscle and tissue. Hypophosphites of mineral salts to make bone. Vitamin A to keep off illness. Vitamin D to tone up the whole system.

Amazing change in a child

Within a few weeks you'll begin to see your child put on weight, eat better, sleep better, play more vigorously and go through the winter as safely as the little Birmingham girl whose mother writes this letter:

"*I used to envy other mothers when I saw how much stronger and healthier their children were than my girl. Last winter she kept catching one cold on top of another. Then I put her on to Scotts. She's a regular tomboy now, but I don't mind so long as she's healthy.*"

Get Scotts Brand Emulsion for *your* child today. Let her have it right through the winter. Watch her grow up big and healthy and free from the coughs, colds and winter illnesses that make other mothers so anxious about their children.

Hoarse? Go suck a Zube

ZUBES

3D.

IN FLAT TINS 3d. and 6d. Loose 2½d. per ounce (except in I.F.S.)

ZUBES ARE BEST FOR THROAT AND CHEST

This week's competition unavoidably postponed.

£1.382 MORE FOR REGISTERED READERS

During the past two weeks no less than £1,382 has been paid to registered readers under "John Bull's" Great Free Family Insurance Gift.

Among many other benefits offered by "John Bull," it is the only paper to pay FIRE, STORM & SICKNESS BENEFITS.

If you are not already registered sign the forms below to-day.

CUT HERE

JOHN BULL
Hand this Form to your Newsagent

To (Name of Newsagent)..............................
Address ....
....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature..............................
Address ....
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PLEASE WRITE CLEARLY.
J.B. 12/12/36

CUT HERE

Post this Form to
"John Bull," Registration Department,
122, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

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Reader's Signature.
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Name and Address of Newsagent..............................
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.... Date..............................

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return.

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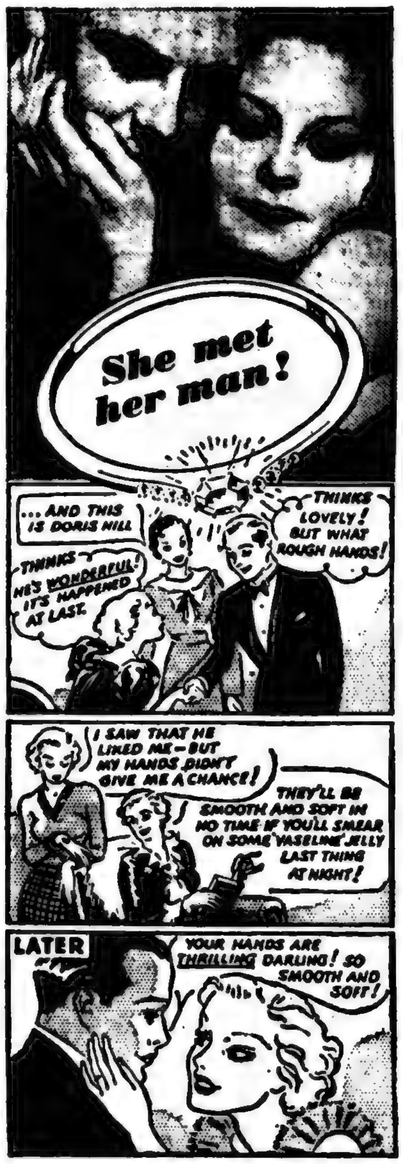
She met her man!
... AND THIS IS DORIS HILL
THINKS — HE'S WONDERFUL! IT'S HAPPENED AT LAST.
THINKS — LOVELY! BUT WHAT ROUGH HANDS!
I SAW THAT HE LIKED ME — BUT MY HANDS DIDN'T GIVE ME A CHANCE!
THEY'LL BE SMOOTH AND SOFT IN NO TIME IF YOU'LL SMEAR ON SOME 'VASELINE' JELLY LAST THING AT NIGHT!
LATER
YOUR HANDS ARE THRILLING DARLING! SO SMOOTH AND SOFT!

After marriage — no kisses for "HOUSEWORK HANDS"

"Vaseline" Jelly is the best protection of all for the hands — it prevents soda from getting into your skin and making hands cracked or sore. Smooth a little on at night. Your hands will be soft and smooth. Jars: 4½d., 6d., 9d. Also in handy tubes. Chesebrough Manufacturing Co. Cons'd., Victoria Road, London, N.W.10.

Vaseline
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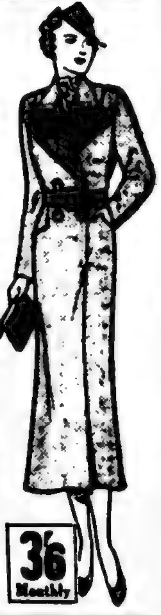
4½D. 6D. 9D.

GRAVES Beats the World For Quality & Value

Every Lady should write today for GRAVES DISPLAY of up-to-date Fashions illustrating the latest ideas in Ladies' Wear, all offered at money-saving prices. Wherever you live, our Keen Prices and Easy Terms are for YOU.



LINDEN This splendidly tailored Coat is produced in a durable quality Velour of an attractive fancy weave, and cut in the newest double-breasted style with smart collar and bold machine-stitched revers. It has a plain panel back, sloping flap pockets, and an all-round belt which is carefully machine-stitched and finished with a neat slide. Well lined throughout with Art. Silk Twill to tone. Shades: Bottle Green, Nigger, Navy, and Black. Sizes: S.S.W. to O.S. Busts: 32 to 38ins; Lengths: 46 to 50ins. Price **25/11**

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Send today for range of Patterns Post Free. Newest Models, Coats, Costumes, Underwear, Frocks, &c., all in the newest styles. Ask for Patterns of any kind of garment required, and a splendid choice, with a self measurement form and particulars will be sent per return of post.

J. G. GRAVES LTD. SHEFFIELD

3/6 Monthly

Housewives! Get a copy of this Wonderful New Cookery Book. Simply write, mentioning "John Bull" to Dept. I.4, Homepride Mills, Birkenhead, and a Free Booklet containing a selection of Recipes will come by return. See p. 29.

Uric Acid

in the

Joints

"Every Picture tells a Story"

WHEN YOU ARE rheumatic be quick to suspect the kidneys. Excess uric acid and other wastes left in the blood by weak or sluggish kidney action can easily lay you up for weeks. The joints may become stiff, painful and swollen, or you may have pains in the small of the back, bladder trouble, sciatica, swollen limbs or nerve pains. These symptoms will disappear when you have removed the cause by taking Doans Backache Kidney Pills. This time proved remedy acts specially upon the kidneys. Besides being antiseptic it stimulates and strengthens the kidneys and urinary system. The reports of thousands of grateful users of Doans Pills in all parts of the country prove their value for men and women alike. Why not avoid needless pain? Why not take Doans Pills, now?

Get rid of Kidney Troubles, Backache, Stiff Swollen Joints, Urinary Troubles, Disturbed Rest

Ask your Chemist for

1/3 3/- 5/-

DOANS
Backache Kidney Pills

BAD LEG

Owing To

Old War Wounds

Redbridge.

Dear Sirs,

I write to say what a wonderful Ointment *Germolene* is. I have suffered with a Bad Leg owing to old war wounds breaking open. My leg would continually irritate and would not heal. I tried almost everything without success. After only using the contents of two tins of *Germolene* I am thankful to say all the sores have yielded to the Ointment.

I cannot praise it enough. I shall recommend *Germolene* to all I know.

I have no objection whatever to you using my letter as an advertisement.

Yours faithfully, P. W. B.

ACCEPT THIS OFFER

PROVE NOW, AT OUR INVITATION, the Power of Germolene. Get a 1/3 Tin. Use it ALL! If you are not delighted with the result, return the empty outside carton to Veno Drug Co., Ltd., Manchester, 16, within one month of purchase and your money will be REFUNDED IN FULL!

ECZEMA, BAD LEG, PSORIASIS, ACHE, PIMPLES, BOILS, CUTS, RASH, SORES, WOUNDS, CHAPS and CHILBLAINS

Healed by

Germolene

Brand ASEPTIC OINTMENT

Price 6d., 1/3, 3/- & 12/- Per Tin, Tubes 4/6

The BIG Little SCANDALS

—That Our Readers Worry About

SOME of the most important news of the day—news of happenings that intimately affect masses of people—often remains unknown.

Every day those incidents, which seem so local or small in themselves, are being duplicated in towns and villages up and down the land.

JOHN BULL knows best the real magnitude and cumulative consequences of the affairs that go practically unnoticed. Our readers tell us about them in a volume of confidence and appeal such as is not reposed in any newspaper, agency or body of people in the country.

We see the dimensions of ordinary people's injustices and vexations because some hundreds of Mr. and Mrs. Browns may write to us on one subject alone in one day—each, of course, supposing that the experience related is peculiar to his or her own family or neighbourhood.

DID you know that recently it has been made legal for people to have their wages taken back from them on the theory that payment was made only by way of loan?

That may seem fantastic at first glance. Yet it is going on, as we have evidence daily, in many places, and the people being victimised are helpless and without any redress.

This almost incredible state of things has been made possible by the Poor Law Act of 1930, which empowers local authorities to order poor people to perform work upon municipal or county schemes—roads, drainage, farms and the like—in exchange for relief.

There could be no possible objection to that—provided the reward is commensurate with the labour demanded and the workers are physically fit for the tasks set them.

But town and county council lawyers have begun to read something else in the six-year-old Act. Relief, they contend, even when paid for hard and honest toil, is always a loan and it is recoverable from the recipients when they get into independent work or enjoy some change of fortune for the better.

In this manner, hard-stricken families in different districts are being compelled to disgorge from their present modest incomes money which they had earned by their industry during the period that unemployment or other misfortune reduced them to pauperism.

Vivid light was cast on this scandal in the County Court at Haverfordwest, in Pembrokeshire, the other day. Haverfordwest, however, is so remote that the illumination did not spread across the country as it should have done.

Judge Frank Davies was astonished when he heard in his court the nature of a claim by the county council for complete repayment of wages against two men. In two years they had received about £100 of relief in exchange for heavy manual toil performed by them at the order of and to the direct benefit of the council. It was a test case.

His Honour, like most people, would not believe that there could be any legal countenance for a demand so grotesque and unjust. So he adjourned his court for a week to study this strange law.

When he resumed, he declared he had found it to be all too pathetically true. "But," he said, "it is contrary to natural justice to make a man work on condition that he gets relief and then, having worked, to say, 'Now you must pay us back.'"

Confessing himself powerless and bound to give judgment against the two men, the judge added a few more stinging comments.

"It seems very unfair," he remarked, "that, having obtained the benefit of a man's work, a council should seek to recover from him what were in effect his wages.

"And it means," he went on, "that legislation is provided in this country so that a man, if he is poor, can be made to work for nothing."

The anger and astonishment of Judge Davies at this iniquity of the social laws escaped the national publicity it merits.

JOHN BULL has arranged that his pronouncements are to be made known in Parliament.

• • •

LET us stay in the West Country for a moment longer.

A man has been convicted at Bath for dangerous driving, and was also fined 25s. for driving without a third-party insurance.

The breadwinner of a family going to his work was the first innocent victim of the reckless motorist. He was killed. The other victims are his dependents. There is no compensation for them because the motorist was not fully insured. They are thrown on public charity.

When the Road Traffic Act with its provisions for compulsory insurance was passed, a comfortable belief settled down among the public that in future there would be complete protection of the welfare of the victims of road tragedies or their dependents. Far from it.

Since last mid-summer, **JOHN BULL** has received particulars of no fewer than two thousand cases in which people have been maimed or killed, and they or their families are denied anything. Instances are reported to us at the rate of ten a day.

The cases of people killed or injured by motorists without insurance or who do not stop and cannot be traced should be covered by the creation of a pool by contributions from the insurance companies because each such occurrence means that some company has escaped an obligation to pay compensation for which it would otherwise be liable.

Quite as serious is the fact that at every turn it is found that the insurance companies are refusing to pay the stricken or their dependents owing to the restrictive character of their policies or because of some technical act or default on the part of the motorist.

These gaps and defects must be made good so that all who can establish a claim to compensation shall receive it.

And if the torrent of cases of outrageous injustice that flows to **JOHN BULL** means anything else, it is that there is the direst need for the law to be amended so that the victim of a road accident or his relatives shall not suffer when the accident was not attributable to the fault of anyone.

The law, as it stands, is so cruel that no insurance compensation is payable if a pedestrian or cyclist is struck down and it is shown that no one can be blamed.

• • •

PASS to another unreported local happening—this time in Yorkshire.

It was only an inquest a few days ago on a schoolgirl. She died, it was found, from natural causes, but, unfortunately, she had continued going to school when she was ill. Her parents tried to stop her, but the plucky child pretended she was suffering less than was the case.

Real responsibility for that village tragedy is to be found at the core of a grievous and nation-wide scandal—virtual compulsion upon little ones to stagger to school when they are ill or unfit. You would fume or cry if you saw the collective evidence of it that comes to **JOHN BULL**.

What happens is that local education committees in most areas order or acquiesce in a system by which a banner, shield or similar trophy is presented for a week or a month to the class in each school which records the best aggregate attendance over a period.

In some places the reward takes the form of allowing the winning class to be dismissed from school half an hour or an hour earlier on Friday afternoon.

Nothing much in that, it may seem—until the consequences are known.

It is subtly ingrained upon the children that they must not let their classmates down by absence which might deprive them of the favours from the stupid contests.

That is why boys and girls drag themselves to school, with danger to their own lives and to the health of their fellows.

But why do the authorities foster competition and loyalties which can lead to this kind of thing?

The explanation is in the fetish of the Government grant contributed by the Treasury to lessen local taxation on education. *It is regulated and measured on the insane principle of the percentage of attendances registered by each school child.*

The boy and the girl have been made the scapegoat and the victim of finance.

Revolt is spreading not only among parents and teachers. The doctors are also up in arms.

The many letters which **JOHN BULL** has been receiving from medical men on the subject of this menace to juvenile health cannot, of course, be published for professional reasons. The experiences and comments contained in them, however, will be used by **JOHN BULL** in prosecuting its demand for legislative remedy.

A FINE TREATMENT FOR CATARRH

If you suffer from catarrh, head noises, continual buzzing, deafness or constant dropping of phlegm—here's a fine recipe that has brought a permanent cure in thousands of cases. Get from your chemist 1 oz. of Parmint Double Strength. Mix it with half a pint of sugar or honey syrup as directed. Then you have a big bottle of the most effective of all medicines for killing the catarrh germ.

But first, take one of the Parmintab tablets he will give you with the Parmint. It breaks the phlegm instantly, bringing ease to your breathing and relieving your hearing and at the same time it lets the Parmint reach the germs lurking in the phlegm-choked passages. You'll be surprised how quickly this simple home-made treatment ends catarrh. It's much better than any ready made medicine.

PARMINT

For Colds & Catarrh

Weak Men made Strong

Strong Men made Stronger

Often men are weak, debilitated, nervy, lacking energy and 'go' because of a shortage of a simple but vital nutritional factor—IRON. 'An Iron Constitution' is no mere figure of speech. For iron gives strength, vitality, stamina. The man who is 'iron-starved' is inevitably weakened. If our bodies were entirely deprived of iron we should die.

That is why IRON 'JELLOIDS' No. 2A make weak men strong and strong men stronger. They strengthen and energise the whole system with vital iron in the form in which it can most easily be assimilated.

Start a course of IRON 'JELLOIDS' to-day and feel your strength, virility and manhood daily increasing. Lay the foundation of an Iron Constitution, an Iron Digestion, and Iron Nerves. Feel the strong blood pulse through your veins, your muscles grow hard, your skin clear, and your body thrill with new virile health and power.

For the man who has been pulled down by overwork, worry, illness, influenza, etc., there is nothing that will restore his health and vigour so quickly or so surely as IRON 'JELLOIDS' No. 2A. Take two or three 3/- boxes of IRON 'JELLOIDS' No. 2A. You will feel so full of 'pep' there will be no holding you. Take them with every meal.

Health steadily improved

"I haven't known what good health is until a few months ago, when I was strongly advised to try IRON 'JELLOIDS.' Since that day I have steadily improved in health. I feel a new man."

(Mr.) ——

Iron Jelloids

correct the Iron Starvation which causes

Weakness
Exhausted Nerves
Lack of Energy
Tiredness
Liability to Colds

Breathlessness
Faintness
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Heart Pains
Numbness

Poor Appetite
Weak Digestion
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Headaches
Sore Tongue

Paleness
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Falling Hair
Brittle Nails
Skin Blemishes

Of all Chemists: 3/- *(36 days' treatment)* 1/3 *(10 days' treatment)*

For MEN : Iron 'Jelloids' No. 2a. For WOMEN : No. 2. For CHILDREN : No. 1

The word 'Jelloids' is registered. No proprietary right is claimed in the method of manufacture

ROUGH SORE HANDS?

soothe them with

Snowfire Tablet

3d. Family Size 7½d.
Soft Snowfire in tins 3d.

ASTHMA INSTANTLY RELIEVED!

Do not despair of banishing your Asthma! Do not argue that your case is "different." If it comes to that, all Asthma cases are different, yet thousands have obtained instant relief and speedy cessation of all attacks, by means of Do-Do (Brand) Asthma Tablets. A unique combination of potent medicaments of recognised value, Do-Do is the supreme medicine for the treatment of Occupational Asthma, Nocturnal Asthma, Bronchial Asthma, Catarrh-complicated Asthma—in fact, any form of adult Asthma. Here is a typical tribute to the amazing healing and relieving power of Do-Do:

"After five years of misery, night and day with Asthma, I tried your tablets six weeks ago, and the change is so wonderful no one can believe it. February last I collapsed altogether. I tried five doctors, herbalists and all other remedies, spending pounds. I am a mother of six children and I did not know what to do for relief, as my funds were so low. However, one a day now, and I am a living wonder.

Mrs. D., Weymouth (6th November, 1936).

Get the dependable Tablet that does not vary—DO-DO. Of Chemists Everywhere 1/-, 5/- (6 times 1/- size) & 10/6 (6 times 5/- size). It's cheaper to buy the larger sizes.

ONE Do-Do a day Keeps ASTHMA at bay

COOLNESS the secret of good golf . . .

and of a good tobacco

LLOYDS'

BONDMAN

is always COOL and FRESH

• BONDMAN RICH RUDDY VIRGINIA 11½D per oz. EMPIRE BLEND 10D per oz.

IT'S PACKED IN VACUUM TINS

Richard Lloyd & Sons (Branch of Cope Bros. & Co., Ltd.), 83, Clerkenwell Road, London, E.C.1

Why suffer CARBUNCLES?

Why keep on suffering! "I cured a very large Carbuncle with only one box of Burgess' Lion Ointment," writes Mr. O. (Blackfriars), and scores of thousands of sufferers have proved how sure it is for Boils, Carbuncles, Whitlows, Poisoned Wounds, Abscesses, Hæmorrhoids, Eczema, and even for Bad Legs.

Brings all the infection OUT. So safe, so quick! The trusted remedy for 89 years. Of Chemists, 1/3, 3/-, 5/- per box.

LION OINTMENT 1/3

EAT-
NUTTALL'S
MINTOES
4D.
PER QR.
BRIGHTEN DARK DAYS

ACUTE GASTRIC ULCER

Mr. Simpson, 151, Harbottle St., South Byker, Newcastle, writes: "I feel I must write and tell you the great benefit I have got from Vitadatio. The doctor told me I had Acute Gastric Ulcer. I was in agony and tried all kinds of medicines without avail. My food did not digest, I felt dizzy and my knees felt as if they were giving way. I am now on my seventh bottle, and I say thanks to Vitadatio, because I am a new man in every way and shall always recommend it to anyone suffering."

Vitadatio

SEND FOR FREE BOOK of TESTIMONIALS

The World-renowned Herbal Tonic and Blood Purifier—has a remarkable record of successes in cases of Blood Trouble, Liver, Kidney and Stomach Complaints. If you are a sufferer—do not despair. Vitadatio has saved thousands of lives—it may save yours. There is no substitute for Vitadatio, it has succeeded when all else has failed. Sold by Boots, Timothy Whites, and Taylors. Chemists' Stores, 3/- and 5/- per bottle (post 6d. extra in U.K.). 21/- Export Bottles from—

VITADATIO, No. 121, ARMLEY, LEEDS.

LOSES HUSBAND WHEN FAIR BLOND HAIR TURNS BROWN

Near Tragedy — Ends Happily

THE following letter was recently received by the manufacturers of Sta·blond Shampoo:—"Dear Sir, I am writing to tell you how much happiness I have obtained through your Sta·blond Shampoo. Six months ago my husband and I parted and he was seen about with a beautiful blonde. After seeing your advertisement I decided to try Sta·blond. After using it twice I saw my husband and he took me to a theatre. A month later, after using it twice more, I saw him again and I am very happy to say that we made it up. All the thanks are due to Sta·blond; the best shampoo in the world. I remain,

Yours truly 'B.'"

This woman knew why her husband left her, but how few women know that when their sweethearts or husbands tire of them it is because, in his eyes they are losing their looks. When a man marries a blonde, it is because he likes blond types but when her hair turns brown or mousy she loses that blond glamour and ceases to be his type; invariably he will be attracted by another blonde.

If you are a natural fair blonde you can always stay blond—alluring—if you use STA·BLOND, that wonderful shampoo-rinse combination. It has the same lightening effect as the sun but without streaking. If you have already turned into a brown or mousy blond you can get back the beautiful golden tresses of your girlhood by using this wonderful shampoo. Sta·blond *the Blondes' own shampoo*, makes your hair 2 to 4 shades lighter without bleaching. It makes 'perms' last longer and gives hair a golden beauty that no other shampoo can possibly give. Not a camomile or henna wash—contains no dye or injurious bleaches. Try it to-day.

Wash Natural Blond Hair 2-4 SHADES LIGHTER with STA·BLOND LIGHTENS LIKE THE SUN

CHILD'S BEST LAXATIVE

Don't rush to extremes, when you realise suddenly that your child's bowels need opening and give him a strong dose of medicine! The best way to relieve a child's tender little bowels is the *natural* way.

'California Syrup of Figs' is the gentlest, safest laxative you can possibly give a child. It starts an easy bowel movement that carries away all the poisonous contents of the bowels—all the hard, pent-up matter and half-digested food that make him feel so miserable.

In a few hours, when the child's bowels have been relieved, when he's had a thorough but gentle internal cleansing—the difference in him is amazing. He's bright and cheerful again, full of energy. Always give a little 'California Syrup of Figs' when you think your child is "stuffed up" after missing a day. 'California Syrup of Figs' is a pure fruit laxative. It never "over acts," never causes the slightest discomfort—it is always kind to a child's extra sensitive little inside.

Many mothers have adopted the plan of a dose of 'California Syrup of Figs' once a week. It keeps the child regular, happy and well.

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TASTE GOOD—DO GOOD

Human Documents & & By Philip Inman

NO GIRL Will MARRY HIM

The "presentable" young man who writes to say that no girl seems to want him . . .

YOUNG men and young women write to me every week by the score. I am greatly interested in what they tell me, and am always glad when I can help to solve their difficulties.

This week I want to deal with a problem affecting a great many young folk. It is classed under various headings—loneliness, self-consciousness, inability to make friends.

Here is the case of a young fellow of twenty-nine, who says:

> My great desire is to be married and have a home of my own. But no girl seems to want me. When I am first introduced I create a favourable impression but it soon wears off and then I am shunned.
>
> In fairness to myself I should say that I am respectable, do not drink and have moderately good looks. I try to be agreeable and do not boast about myself or speak ill of others. If I knew of any faults, I would be only too willing to overcome them, for my present way of living is a real torture to me.

I WONDER what is wrong with this young man? He seems to have most of the virtues and none of the vices. And yet there must be something. I could have understood it if, in the presence of the opposite sex, he were sensitive and shy. He meets girls all right. But something goes wrong between the introduction and the development of the friendship. What that is forms the crux of the problem. Once it is discovered he has the chance of putting it right.

But how is he to find out? A candid friend could help him—especially if that friend knows one of those girls. He could ask her to tell him why she does not like this young man. And then he could give my correspondent the help he desires. Like himself, there are many nice girls who want to be married and have a home of their own. I hope he may find one soon so that his wish can be gratified.

My next problem comes from a girl reader. She says:

> I wonder if you can advise me how to get rid of the curse of self-consciousness which is spoiling my life? I very seldom go out, but when I do I find it a terrible strain to be natural. My mother and I are all alone in the world, and as she is getting on in years she worries about what will become of me when she is gone.
>
> I am twenty-nine years old, and for a long time have been unable to work or go out and enjoy myself the same as other girls. I live in a small village and I am sure everyone thinks I am very queer, as they never see me outside unless it is dark, when I have more self-confidence.

PSYCHOLOGISTS have a name for this condition. They call it inferiority complex, which, in plain language, means that the victims lack confidence, they lose faith in themselves, they dislike meeting people and going into company.

As my correspondent says, it is indeed a curse. But it need not remain one, for it can be overcome. The remedy lies in the strengthening of the will. If you say you can do a thing, that is the first step on the road to success.

This girl must rouse herself in the same way. The more she stays at home and broods the worse she will become. First of all she must find something to occupy her mind. There are so many things she can do. Let her take up gardening or music or cookery or learn a foreign language—anything that will prove of interest to her.

Then she must resolve that she will go out during the daytime. Probably, for a start, her mother would go with her.

The next stage is to go to church, to a village concert or whist drive. She will soon find that if she is prepared to meet people half-way they will also be glad to meet her. Our minds are just like great bullies. Give in to them and we become slaves. Master them and there is nothing we cannot do.

This girl is only twenty-nine years old. She has, I hope, a long and happy life in front of her. The power to make it so is in her own hands.

AND now for my third problem. It also concerns a girl, who writes:

> I am finding life very lonely and difficult and am wondering if you can help me. For twelve years I have worked as a waitress in the restaurant at a London store and three months ago I was asked to take over the position of restaurant supervisor. My work consists of supervising the tables and waitresses and seeing that our customers are welcomed and found tables.
>
> As my home is in the North, I have been sharing a flat with three other waitresses from the store, and we have always been the best of friends. But since my promotion their attitude towards me has completely changed. Even if I have to exercise authority over them in their work I have tried to be exactly the same off duty. But they go out and leave me alone, and when they come back they simply ignore me.
>
> It nearly breaks my heart to think that they can be jealous of the position which has been given to me, and the loss of their friendship has taken all the happiness out of my life. I am naturally glad to have a better job and I like my new work very much, but I am wondering if it is worth it. Our hours are long, so that I cannot make friends outside very easily. Shall I throw up my job and become a waitress again? I should be so grateful for your advice.

. . . must depend on the help of "a candid friend," who can find out from his girl friends just what is wrong

Now this girl must have been worthy of that promotion or it would never have been offered to her. It would be a great pity for her to relinquish it simply because it has made her friends jealous. Quite apart from the preferment it carries, it would be inconsiderate to her employers. They would naturally want to know the reason. And it would be difficult, if not impossible, to explain.

I think my correspondent should insist upon having a frank talk with those girls, either together or individually. It would help to clear the air. They may realise how unkindly and even selfishly they have been acting.

If, however, there is no improvement, then she should find other quarters. Now she is earning more money that should not be difficult. She could obtain accommodation in a girls' hostel where she would be able to make new friends and find new interests. Or she could take lodgings in a nice home where she could live with the family.

I can well understand my correspondent's feelings. It is the "hurt" of the thing which is affecting her so much. There is nothing worse than to smart under the sense of unfairness, the sting of jealousy. But once she has got over the painful experience she will learn to look upon people who act in such a way with the contempt they deserve.

Send your private problem to "Humanist," at 93, Long Acre, London, W.C.2, enclosing stamped envelope. Letters sent to Mr. Inman at any other address cannot be dealt with. £1 1s. will be paid for each letter quoted.

Greatest of These

Christmas Calling

Herbert

ELEVEN-YEAR-OLD Herbert tries to help his father by earning a few coppers running errands for "some old folk up the town." His ex-Service dad needs all the help he can get, for he has to keep himself, Herbert and another son aged eight, on 22s. 6d. "dole" per week, and pay 8s. in rent. "Most of our meals," he says, "are of the cheapest I can buy, such as jam, margarine and corned beef. Most Sundays we don't have dinners."

Herbert's mother died early this year from valvular disease of the heart. "When my wife was living," says the husband, "I seemed to live in a fair way." He has been trying to scrape together enough to pay for her funeral, as she was not insured.

When he was a young soldier in France and Italy, he little dreamed that one day he would be searching on dump heaps in "Blighty" for cinders and odd bits of coal to provide warmth for his boys.

We shall be grateful to our readers if they will send subscriptions earmarked "Herbert," to give this family a happy Christmas. And our General Fund will warmly welcome every donation sent to the Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2. Lists of subscriptions are kept at the office and a copy of the current week's will be sent on application.

Almost Too Weak to Walk

"After the birth of my third child I suffered a severe breakdown," relates Mrs. D. Grantham, of 11, Lorne Grove, Shaw Heath, Stockport. "For two months I lived in agony, and could scarcely walk. I daren't drink anything, and hardly touched any food. It was agony to sit or lie down. I could not sleep because of pains shooting through me and I felt so depressed that I could hardly bear anyone to speak to me.

"Then I remembered that my mother had derived great benefit from Dr. Williams pink pills. Marvellous as it may seem, I felt better soon after commencing the pills. I continued with them, and rapidly gained strength, my appetite picked up, and the pains disappeared. Now I am enjoying better health and sleep better than I have done for years, thanks to Dr. Williams pink pills."

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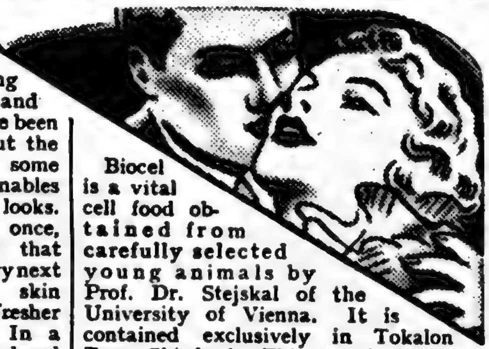
A Jealous Wife's Confession



"I KNEW my husband's affection was cooling off. At 20 I had a pretty face and fresh clear skin. But housework and bringing up two children soon brought lines and wrinkles. At 30 I could easily have been taken for 40. Then I read about the amazing discovery of Biocel by some great doctor in Vienna, which enables women to get back their youthful looks. I got a jar of Biocel Skinfood at once, and used it that night. The very next morning my skin seemed to be fresher and clearer. In a week my husband said: 'Why, Emily, you actually look younger.' In a month all my friends were commenting on the change in my appearance."

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Turn to pages 2, 3 and 4—NOW, while you think of it.

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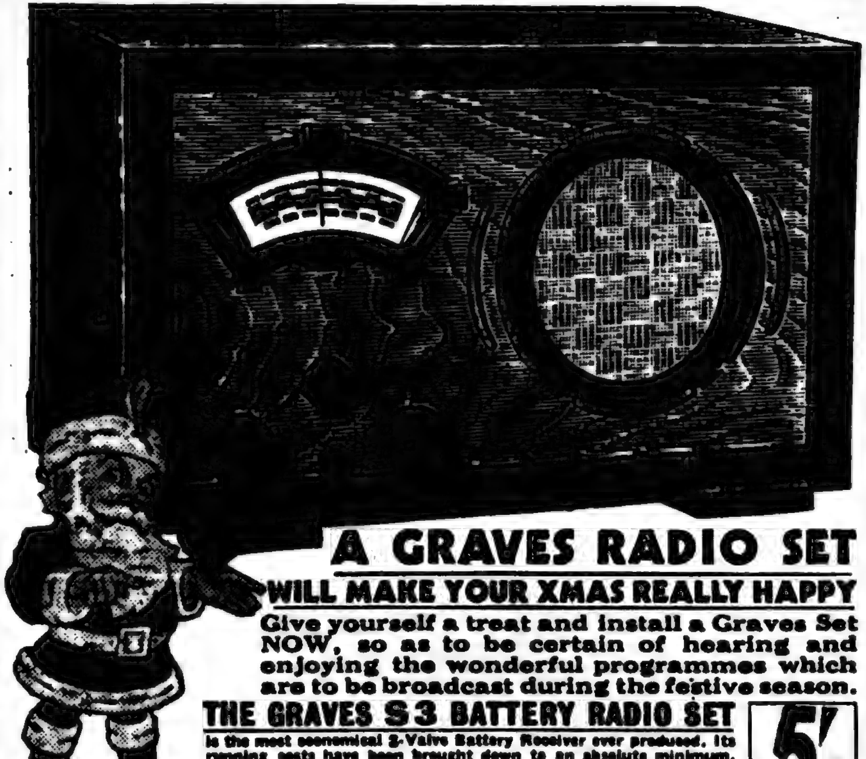

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Mr. S. R. of Miles Platting, writes:—"We have received our S-3 Set and are very well pleased with it. There is nothing like it on the market to-day. We are using the Aerial and Earth we had for our set ten years ago. We still have that Set, & do not like parting with it."

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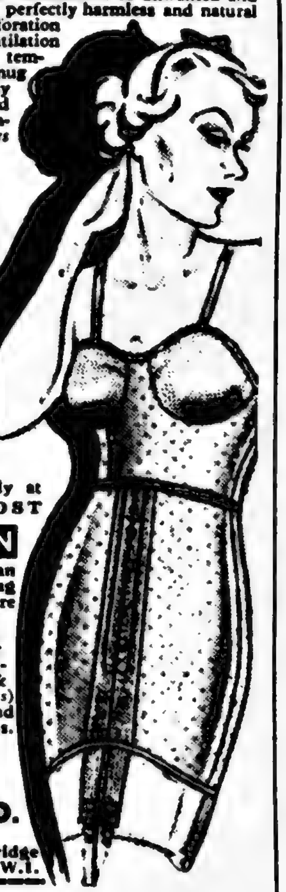

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"My!" gasped Mr. Cornell, "I like them all right . . . I like to see a bit of boot!"

Mr. Cornell Sees His

First Talkie At Eighty!

IN England every week twenty million people go to the cinema. Half the population of England goes to the pictures each week. And probably, one would think, the other half of the population goes on alternate weeks.

But this, in fact, is not so. After all, plenty of people in England have never seen a train, much less been inside one. So it isn't really surprising that so many people have never been to the pictures.

What, one wonders, would be their impressions on going for the first time? Try to forget that you are so used to the cinema that you accept it as naturally as breathing or eating, and imagine that for the first time in the whole of your life you are going to the pictures.

You can't imagine what you'd think? Then here's Mr. William Cornell, who actually went for the first time when I took him the other day.

Mr. Cornell lives with his wife in a little cottage in the village of Great Bardfield, in Essex. Though he is nearly eighty-one—he celebrated his golden wedding a few years ago—he is in full possession of all his faculties and a brighter, more cheery man you could hardly hope to find.

★

When I first suggested to Mr. Cornell that he should come up to London with me and go to a cinema he was delighted. I felt sure—and, indeed, he told me so later—that it was only lack of opportunity that had stopped his going before. "I'm looking forward to it more than I can say," he remarked. "I *shall* feel gay, gallivanting up to town like this, and going to the cinema and all."

"Do you think you'll enjoy it," I asked.

"I'm sure I will," he said stoutly. "But what it will be like is more than I can think of."

So Mr. Cornell and I went off to London together and went to a West End cinema to see Constance Bennett in "Everything is Thunder" and Grace Moore in "The King Steps Out."

When we first walked up the steps into the cinema, Mr. Cornell was overwhelmed. "I've never seen anything so grand in all my life!" he exclaimed. "Look at the gold on the ceiling, and look, they've got flowers everywhere! My word, this is something like!"

We bought our tickets and then went upstairs to the café, where we ordered sandwiches and coffee. "I didn't know you could eat in these places," said Mr. Cornell in amazement.

Soon the organ boomed through the doors, and it was time for us to go in.

The first thing we saw on the screen was the face of Constance Bennett, in colour and tremendous. "It looks too big to be natural, doesn't it?" whispered Mr. Cornell dubiously. "But the colour looks nice."

Then the screen got smaller and Constance Bennett's face disappeared, and we had the usual paraphernalia and lists of who made what. "Aren't there going to be pictures?" Mr. Cornell asked. "What's all the writing for?"

I explained to him, but he merely said, "I haven't heard of any of these people, anyway. It seems a waste of time to me." Which is a point of view for which there is something to be said.

So far Mr. Cornell had taken the noise entirely for granted. But when we had speech instead of just music he began to sit up and take notice. "This *is* good!" he exclaimed delightedly. "It comes from their mouths just as if they were standing there and talking to you."

"Everything is Thunder" is a rather tragic and tense war film, and women were dabbing at their eyes all round us, but Mr. Cornell, strangely enough, didn't seem to be at all moved by pathos. He laughed uproariously at all the funny bits.

The film came to a happy ending and Mr. Cornell turned a smiling face to me. "I'm having the most wonderful time of my life," he said. "Is there going to be any more?"

"Look!" I said, and at that moment the lights went on and the mighty Wurlitzer rose majestically on its superb flight towards the ceiling.

"What *is* it?" Mr. Cornell asked in bewilderment. "Is it—is it an organ?"

"Yes," I said proudly.

"I thought it must be," he said. "It does look rather like our organ in the church at home. But what does it go up and down for?"

I'm afraid I wasn't able to answer.

★

Then the lights dimmed again, and Grace Moore flashed on to the screen in colour. "My, she's pretty!" gasped Mr. Cornell.

"The King Steps Out" is a gay musical comedy of Old Austria, with lots of dancing and lots of beer drinking. I must confess that when I saw the ballet girls rehearsing in extremely abbreviated skirts I was afraid Mr. Cornell might be shocked.

"Oh, it's all right," he said, "I like to see a bit of boot!"

When Grace Moore began to sing, and we got a close-up of her doing it, Mr. Cornell was amazed. "It all seems so big," he said, shaking his head. "Her face is so big and her mouth is so big and I think her voice is too big as well."

"You get used to it," I said consolingly.

"I hope not. I hope not," said Mr. Cornell sadly.

The parts of the film that delighted Mr. Cornell most were the moments—and there were plenty of them—when beer was referred to or drunk. I think he found something homely about it, for he burst into fits of laughter each time it was mentioned.

"You know," he said suddenly, "it's not a bit like real things, but it makes you think that real things might be like it." And that's one of the soundest comments on the cinema that I've ever heard.

"They do things so prettily," he said. "All the dresses look so nice, and all the music fits it so nicely, and it's just like a dream."

★

But all good things, alas! come to an end, and suddenly the lights went up.

"I can't get over the way everything is so grand," Mr. Cornell said. "All these flowers, and all the girls dressed up with torches and the way the seats are so comfortable, and they give you a place to put your cigarette ash, and have an organ just like a church. And then when they give you the beautiful pictures as well—" He sighed rapturously.

Then Mr. Cornell and I went off to the Corner House to have a fine fish-and-chips tea, and then we drove back to Great Bardfield. As he said good-bye to me, Mr. Cornell said, "I wish I could live in London so that I could go to the pictures again and again. You've given me the grandest day of my life, and it's a day I'll never forget."

M.L.

Race with "Silver Ring"

"National" Favourite

EARLY SCHOOL is winter favourite for the Derby. What about the Grand National?

I have answered a correspondent who addressed this enquiry to me by giving him Royal Mail. Royal Mail is rising eight years old. He beat Golden Miller at Liverpool and is one of the best 'chasers in training.

Other points in his favour are: Ivor Anthony trains him (Ivor saddled Kellsboro' Jack to win the great steeplechase a few years ago); and he is by that fine sire of cross-country horses, My Prince.

Reynoldstown, the winner this year and in 1935, and Gregalach, the hero of 1929, are also sons of My Prince.

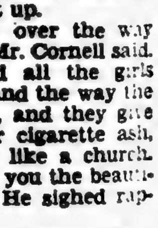
At Sandown Park this week-end Buckthorn and Wellmet may be the best wagers on the card.

"SILVER RING'S" CODE

The Code covers racing from Thursday, December 10, to Wednesday, December 16.

B	A	K	X	U	Z	R	98	N	96	G	E	D	V	H	J
I	95	S	O	Y	97	L	W	T	F	94	M	P	Q	C	93

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below as the case may be. Example: LXU95RE95BR would read ROYAL MAIL. Where a double letter occurs in a name the figure 2 is substituted. K95E2U would read SAMMY.



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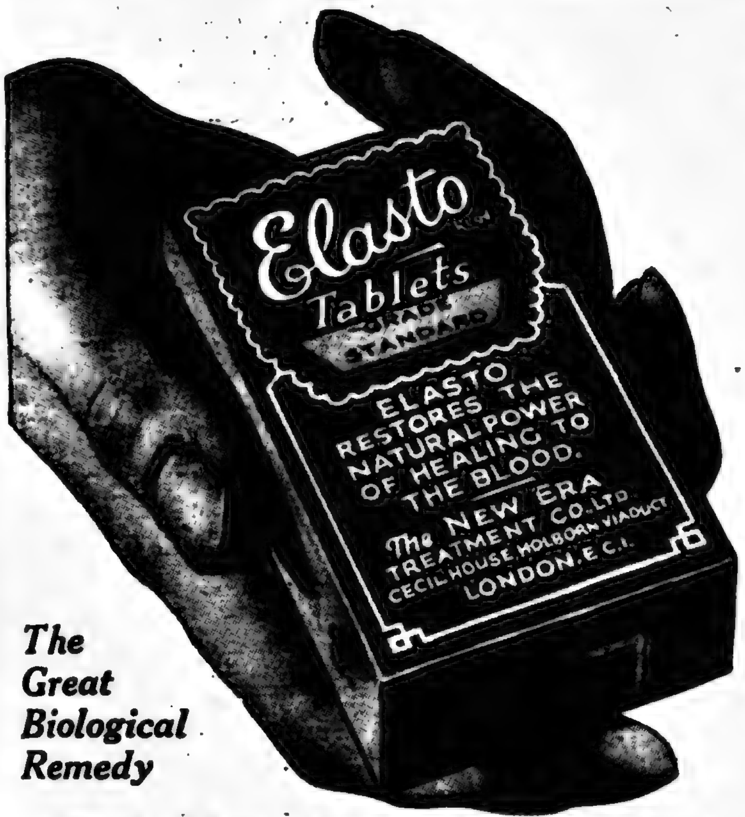
The Wonder Tablet

Not a Drug But a Vital Cell-Food


Elasto
Tablets
GRADE
STANDARD
ELASTO RESTORES THE NATURAL POWER OF HEALING TO THE BLOOD.
The NEW ERA TREATMENT CO. LTD.
CECIL HOUSE, HOLBORN VIADUCT
LONDON, E.C.1.

The Great Biological Remedy

Read What Users of Elasto Say

"No sign of varicose veins now."
"All signs of phlebitis gone."
"I was suffering from mitral disease and dare not exert myself in any way, but now, thanks to Elasto, my heart is quite sound again."
"My Doctor highly praises Elasto."
"Now walk long distances with ease."
"Elasto has cured my bad legs."
"Elasto tones up the system and cures depression."
"Varicose veins quickly cured after 12 years of useless bandaging."
"Rheumatoid arthritis gone. I have never felt better."
"As soon as I started taking Elasto I could go about my work in comfort, no pain whatever."
"Had rheumatism so badly I could hardly walk, but Elasto cured me."
"The stinging sensations I used to get in my left arm and leg (arterio-sclerosis) are quite gone and my general health is much improved."
"Now free from piles."
"Suffered for years from a weak heart, but Elasto cured me."
"Completely cured my varicose ulcers."
"I am now free from pain."
"My skin is as soft as velvet, thanks to Elasto." Etc.

Blood is the Elixir of Life—or Death!

Vital, wholesome, bio-chemically balanced blood is the physical basis of all healing; it rebuilds, repairs, nourishes and regenerates the millions upon millions of tissue-cells of which the body is composed. Poor, anæmic or poisoned blood, or a stagnating blood stream (bad circulation), on the other hand, just as surely reverses these vital processes; breaking down and destroying the tissues and producing those states which we call disease. The one indisputable fact which emerges from the vast mass of therapeutic theory current to-day is that a sound circulation and prophylactic blood constitute the basis of life and health.

A Good Circulation is the Real Basis of Health!

NO ailment resulting from poor or sluggish circulation of the blood can resist the curative action of Elasto. Painful, swollen (varicose) veins are restored to a healthy condition, the heart becomes steady, the arteries supple, skin troubles clear up, old wounds become clean and healthy, and quickly heal, piles disappear, inflammation and irritation are soothed, rheumatism simply fades away, and the whole system is braced and strengthened. This is not magic, although the relief does seem magical; it is the natural result of revitalised blood and improved circulation brought about by Elasto, *the tiny tablet with wonderful healing powers.*

Elasto Cures Through the Blood!

Elasto is something new to curative science, it dispenses entirely with the use of drugs; it is based on the knowledge that varicose veins, bad leg, rheumatism, piles, hardened arteries, heart weakness—to name but a few of the many ailments associated with bad circulation—*are deficiency diseases;* that in all such conditions there is a lack of certain *vital constituents of the blood.* Owing to this lack the body is unable to build up the elastic tissue needed to maintain the vein and artery walls and the membranes in a healthy condition and a state of flabbiness results. Elasto restores to the blood the vital elements which combine with the blood albumin to form organic elastic tissue and thus enables *Nature* to restore elasticity to the relaxed and devitalised fabric of veins, arteries and heart, and so to re-establish normal circulation: *the real basis of sound health.*

Elasto, The Pleasant, Handy Remedy!

Every sufferer should know of this wonderful Biological Remedy which quickly brings ease and comfort and creates within the system a new health force; stimulating the growth of new healthy tissue-cells to replace worn-out and diseased tissues, increasing vitality and bringing into full activity Nature's own powers of healing. Prepared in small delicate tablets, by a special process, Elasto dissolves *instantly* on the tongue, and is absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood! It is not a drug, but a vital cell-food, which *must* be present in the blood to ensure complete health. That explains why Elasto succeeds where ordinary treatments have failed. It also explains why Elasto gives results for a few shillings where formerly pounds have been spent to no purpose. For the outlay of a few shillings you can now enjoy the tremendous advantages of this modern scientific remedy which has cost a lot of money to perfect.

The Fruits of 100 Years of Biological Research

Elasto is not a "mushroom" remedy, it was not invented overnight; it crystallises the researches of eminent physiologists, pathologists and physiological chemists over a period of more than 100 years and is prepared with great skill and with a careful regard for scientific detail by highly trained men possessing a special knowledge of the properties and functions of the blood.

For All "John Bull" Readers

FREE ☛

A Generous Sample of this Wonder Remedy

SIMPLY fill in the Coupon below for a Free Sample and a Special Free Booklet fully explaining Elasto, the New Biological Remedy. These, together with copies of recent testimonials, we will gladly send privately, post free. Don't lose another moment! Write for these to-day—NOW, while you think of it! Or send 5s. for a whole month's supply (in plain wrapper) and see for yourself what a wonderful difference Elasto makes!!

This offer is too good to be missed! ★

ELASTO (Dept. 15.D),
Cecil House, Holborn Viaduct, London, E.C.

Not Magic—Just Logic!

THE host of crippling disabilities due to bad circulation are literally swept out of the system by a free-flowing stream of new, vital blood, because Elasto restores bio-chemical balance to the blood, muscular tone to the heart, and elasticity to veins and arteries, making them as healthy and as sound as ever. It is prepared in tiny tablets which dissolve instantly on the tongue and it is absorbed directly into the blood stream thereby actually restoring the natural power of healing to the blood! Elasto is not a drug but a vital cell-food which MUST be present in the blood to ensure complete health. In the blood it becomes immediately active, overcoming sluggishness; stimulating the growth of new healthy tissue-cells to replace worn-out and diseased-damaged tissues, and promoting normal healthy circulation.

There are no substitutes for Elasto. Beware of imitations!

COUPON for Free Trial Sample of Elasto

The Great Blood Revitaliser

ELASTO (Dept. 15.D), Cecil House, Holborn Viaduct, London, E.C.

Please send me Free Sample and Special Free Booklet, "The Story of Elasto," fully explaining how Elasto, *The Great Blood Revitaliser*, cures through the blood.

NAME ....
(*Please Print in Capital Letters*).

ADDRESS ....

"John Bull," 12/12/36. ....

Issued by The New Era Treatment Co., Ltd.

Elasto will save you pounds!

KIDNEY TROUBLE

If you have kidney trouble, however slight, Nature gives you drastic warning before very long. Usually this warning takes the form of a dull, nagging ache in the back, and if not heeded will soon make your life a misery. Sleepless nights will still further weaken you. Rheumatism, swollen, hot and inflamed joints bring home to you even more forcibly that your kidneys are crying out for relief.

Your kidneys, weakened by a chill or shock, or overworked after weakening illness, are not doing their job of cleansing and filtering the blood. Not only are they choked and clogged with waste matter, but they are not cleansing the blood of uric acid, bacteria and other impurities, and so your whole system is being slowly poisoned.

So you must realise that to get relief you must take a medicine that will act directly on the kidneys. A medicine that will reduce the inflammation in the kidneys themselves—one that will tone up those weak organs and enable them once again to do their purifying work.

Start taking De Witts Brand Kidney and Bladder Pills, which act directly on the kidneys. They begin their work by reducing the inflammation in the kidneys, and toning them up so that they work perfectly once more. That backache stops, the awful pains die down, and as De Witts Pills gently cleanse and strengthen your kidneys you will become healthy and pain-free again. The uric acid deposits which cause the pain in muscles and joints will be dissolved and cast out of the body.

The relief brought by De Witts Pills is permanent because they remove the cause of your trouble. Be sure you get the genuine

DeWITTS KIDNEY & BLADDER PILLS 1/3 3/- 5/-

Have you heard how splendid is the healing, soothing balm, Man Zan. A specially prepared soothing, healing unguent for blind, bleeding, internal, external piles. Sold in clean-to-use, special applicator tubes from all chemists. Price 3/-. End the maddening pain and irritation of pile trouble for good with Man Zan Brand Pile Remedy.

INDIGESTION SUFFERERS!

This Powder is bringing new hope and health to thousands daily.

Happy indeed are the people who possess good digestion and a healthy appetite—Nature's two best gifts to mankind. They can face life's hardships with courage.

But the men and women condemned to suffer the pains of flatulence or palpitation, the agony of dyspepsia or gastritis, or perhaps with their life endangered by gastric ulcers, have the very foundations of their energy undermined.

To such people we do earnestly and conscientiously recommend a course of treatment with De Witt's Antacid Powder. This powder has been prepared to allay the dangers arising from sour stomach. It immediately relieves flatulence, burning pains and overcomes stomach disorders.

One of the most difficult things to maintain in the treatment of digestive troubles is the protection of the stomach walls. The inflamed stomach, which causes gastritis and dyspepsia, not only causes you intense pain, but continues to pour out increasing quantities of burning acids, still further irritating the raw surfaces. De Witt's Antacid Powder contains one ingredient which protects the stomach walls from these acids but does not hinder the work of digestion. In fact, De Witt's Antacid Powder actually digests a part of your food for you.

So start the return to health to-day—you will bless the day you first tried—

DE WITT'S ANTACID POWDER

1/6 of all Chemists. Double Size 2/6

The EDITOR LAUGHS LAST

If you are troubled by any matter—except, of course, of a medical nature—you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. Write to-day. The replies given on this page to facetious correspondents are for your entertainment.

RONNIE (Chepstow).—"The modern girl is clever at making up." A dab hand.

SINGER (Bristol).—"What is the longest time a man can hold a note?" Only until his wife knows he has got it.

M. T. (Bury).—"How would you like a leather wallet for Christmas?" Crammed full with Treasury notes.

HOUSEWIFE (Denham).—"Firstly, one must choose one's Christmas turkey." Lastly, one must pick it.

E. L. (Bournemouth).—"I have invented an electric robot horse." It must be a real charger.

W. G. (Deal).—"I have just discovered the best thing yet for polishing silver." And did you marry him?

ANNOYED (Lingfield).—"When my manager told me I was not worth anything, I never felt so small in my life." You felt very cheap?

E. Y. (Haversham).—"A flash of lightning rang my telephone bell." You'll probably be charged for a long-distance call.

A. T. C. (Ealing).—"I recently watched an exciting billiard match for three hours without a break." It doesn't sound very exciting to us.

ACCOUNTANT (Luton).—"I have never begrudged the hours I spent on arithmetic when a schoolboy." You count for something now.

PUGILIST (Blackpool). — "I slogged my way through the tournament, and what did I get for my pains?" Liniment.

D. M. (Deal).—"My wife and I have words when she cooks hash on end." It takes stew to make a quarrel.

ACROBAT (Barnsley).—"I have fallen in love with a new lady member of our troupe." Head over heels in love!

MAID (Guildford).—"You couldn't expect me to see eye to eye with a footman who peers through keyholes." Not unless you looked in at the other side of them.

S. L. (Kensington).—"To be able to ride about in motor cabs all day one needs to be a rich man." Or a taxi-driver.

G. D. (Caterham).—"Parents should never omit to say 'Good-night' to their children." Even if it means waiting up late for them?

AUCTIONEER (Hants).—"The auditors could find absolutely no trace of my having received payment for an antique vase I sold for £1,000." It sounds as if you are a lot out.

FATHER (Goole).—"In addition to winning the scholarship, my son, aged twelve, is also a keen footballer, and scored six goals for his team last week." He's at the top of his form, eh?

HASTY (Ealing).—"Because my wife wouldn't tell me how much she had paid for the lampshade, I turned off the electricity at the meter." So leaving both of you in the dark.

H. S. (Merton).—"My friend kept on trying to induce me to try his home-made embrocation until he gave me a pain in the neck. At last I did so." Did you get any relief?

L. D. (Blackburn).—"What would you do if you were convinced that you had reached a time in your life when you couldn't hold on any longer?" Hang up the receiver.

C. F. (Brockley).—"I was unaware that he had snapped me, and when I discovered I was being held to ridicule by it being shown to everybody, I demanded an explanation." You wanted to know what he took you for?

Side Slips

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelopes "Side-Slips."

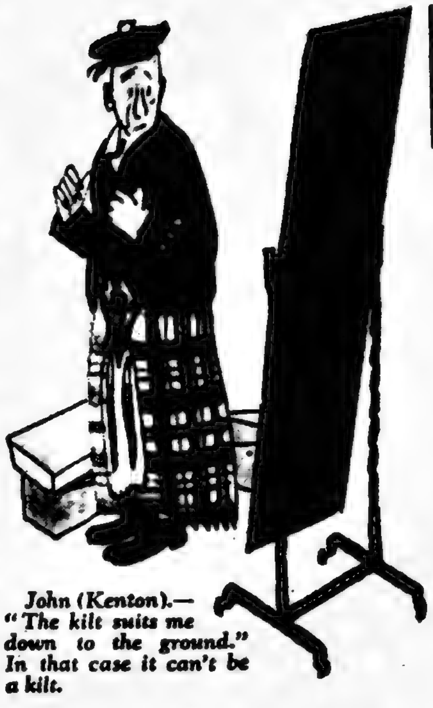
KENTISH TIMES:—" . . . referred to her cheerful patience and fortitude in suffering, her SELFISHNESS and unostentation in her good works . . . ."

THE YORKSHIRE EVENING PRESS:—" . . . was fined 20s. and costs for driving a motor car and failing to give free and INTERRUPTED passage to a foot passenger . . . ."

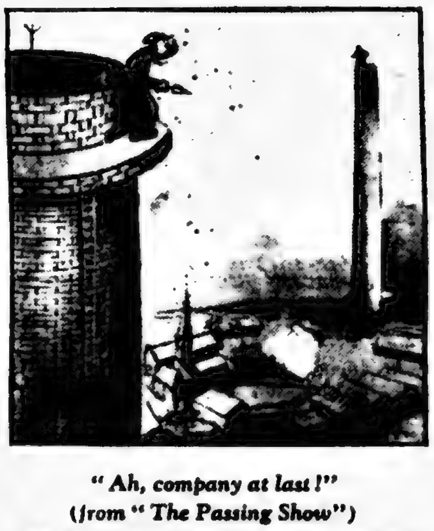
GLASGOW EVENING CITIZEN:—"A constable, in evidence, said that accused was riding a PENAL bicycle eastwards along . . . ."

THE LEIGH JOURNAL:—"The Medical Officer said —— was second to NINE for its size in the country for the care it took in its citizens."

NORFOLK CHRONICLE: — "Rat Plague Suggestion.—The suggestion was forthcoming that the Council should take the same precautions against the plague of RATES as in previous years."



John (Kenton).—"The kilt suits me down to the ground." In that case it can't be a kilt.



"Ah, company at last!"

(from "The Passing Show")

N. B. (London, W.).—"A mannequin's job is a constant strain." Wearing.

ENGAGED (Windsor).—"I proposed on a starlit night and was accepted." In a twinkling?

C. V. (London).—"After all, the commercial magnate is known by the company he frequents." Or floats.

AGENT (Wardour Street).—"And so I told the composer the song about the baby was too old." It had whiskers?

B. D. (Highgate).—"Since I have had a television set I have had many visits from friends." They look in.

D. R. (Oxford).—"I'm afraid that my son is slacking badly, instead of getting on with his shorthand." He just doesn't do a stroke!

H. S. (Grimsby).—"The fellows don't stay long enough at our place for us to organise a football team." You want some fixtures, apparently.

G. W. (Brixham).—"I was out in a small fishing boat when a gale sprang up, and we got badly tossed about." So you caught something, anyway.

JOCK (Glasgow).—"The last time I appeared as a football captain the coin was lost during the toss." And the match was abandoned, of course?

JOAN (Westminster).—"My employer locks up the typewriter every evening and then goes home." You can't get at the keys!

JACK (Rushden).—"I made up my mind to save a certain sum every week towards her birthday gift. I have managed to do so up to now, but do not know for how long I can keep it up." But it is all right for the present.

E. C. (Rhyl).—"I have had a pronounced stoop for several years, but now I believe I've hit on a plan of action which will probably get rid of it." You have a hunch and you hope it'll come off.

A. B. (Portsmouth).—"Many Jack Tars prefer cocoa nowadays." Rum!

DINER-OUT (West End).—"What does a waiter consider a tip-top dinner?" One that is topped off with a tip.

P. H. (Worthing).—"Alone he fought against great odds with his back to the wall." He was up against it.

CUE (near Manchester).—"A lot of billiard balls are mysteriously disappearing from our club lately." Somebody is pocketing them?

SYLVIA (Clacton).—"Despite the advance of cars, I am still loyal to my husband's coachbuilding." Because you keep a fine carriage?

CENTRE (Luton).—"Despite the fearfully muddy state of the ground, the game was a very fast one." Both sides slipped into it apparently.

C. P. (St. Helens).—"At a certain time of his life every teacher opposes the use of a cane." That time, of course, being his own school days.

S. K. (Brighton).—"When a woman cries it is a sign that she is touched." Or is touching her husband.

R. L. (Cardiff).—"What can you think of a youth who proposes marriage to five girls?" He is a promising young man.

G. N. (Hendon).—"I had to get up at 2 a.m. and heat milk for the baby." A pyjama and bottle party.

O. N. T. (Weymouth).—"Our opponents were so used to playing on a rough pitch that they scored a dozen goals without reply." Evidently an uneven game.

R. G. (Blackpool).—"Onions are best peeled under running water." The average housewife, however, doesn't fancy getting wet through just to peel a few onions.

M. B. (Peckham).—"I hear that a clothes-washing contest is to be held on the Continent." It should result in some good, clean sport.

Mrs. E. A. C. (Minehead).—"How some people find the money to keep shifting from place to place beats me." Nevertheless, they still continue to keep the home going!

R. E. A. (Cardiff).—"Who can tell what good or evil the New Year may be bringing?" Well, we can tell you of something good that's coming for somebody on January 1, anyway. See page 47.

T. S. (Hunts).—"An actor friend of mine complains that unless he plays two parts in a new film his studio will ask him to resign." He either doubles or quits, then?

BILLSTICKER (Paddington). — "After being out of a job for months, I got this job, and although I find the work very hard, I do not mean to give it up." You will stick it if it kills you.

FED-UP (Doncaster).—"Being the sole remaining relative of my old aunt, I naturally expected that she would leave me all her money, but the only thing I got out of her estate was her old parrot." She certainly gave you the bird.

S. N. (Aberdeen).—"I don't want to come all the way to London, but I should like a well-known theatrical manager to hear my voice. Is there any advice you can offer me regarding my plan to send along a gramophone record of my voice which I have made?" Yes, drop it.

(Many replies unavoidably held over)

FIX FALSE TEETH so they cannot SLIP OR CLICK

If you are almost afraid to open your mouth, to eat or talk because of loose-fitting, slipping plates, sprinkle on Dr. Wernet's Powder. Joyous comfort is yours. Eat anything you want—it holds plates firmly in place—they positively cannot slip or slide. Forms protective cushion for sensitive gums. Leaves no coloured, gummy substance—keeps mouth fresh, breath pleasant. Quite harmless and cannot upset the stomach. Prescribed by world's most noted dentists. The cost is small—the comfort great. Sold by Chemists everywhere. Post coupon for free trial sample, which will be sent in plain wrapper. Use unsealed envelope ½d. stamp.

FREE SAMPLE

Name
Address

FASSETT & JOHNSON Ltd. (Dept. J.B. 14), 86, Clerkenwell Road, London, E.C.1.

ALMOND OIL ZEE-KOL TOILET SOAP

Beautiful and Talented Woman's Evidence that it

CREATES BEAUTY & PRESERVES BEAUTY

A revelation in transforming the worst skin in three nights into a most beautiful satiny and peach-like complexion. Never before has a soap of this description been given to the public. It is made of the purest oils.

This is the wholesale price of the material used in most of the advertised soaps. Compare this price to Almond Oil, which is 5/6 per lb., and which is used in Zee-Kol Almond Oil Soap.

Blended with the most exquisite perfumes, Almond Oil has been chosen for this Zee-Kol Super Toilet Soap. It contains the purest and the most natural oil for the skin. When washing the natural oil is replaced and the skin keeps firm, smooth and beautiful. No ordinary soap can do what Zee-Kol ALMOND Oil Soap does, yet it is sold everywhere to-day at half its former price—6d. instead of 1/-. Zee-Kol Almond Oil Soap is a perfect Shampoo. All dandruff disappears and the hair shines with health. Zee-Kol Pills together with the use of Zee-Kol Soap keep one perfectly slim and in perfect health. The skin will radiate health. The Zee-Kol Soap puts back the natural oils after washing. Zee-Kol pills are sold, price 1/3 and 3/- per box.

PALM OIL
costs 4d. per lb.
ALMOND OIL
costs 5/6 per lb.

Now it is easily seen why Zee-Kol Almond Oil Soap is the most expensive to make, as it is very rare to get Almond Oil in soap at all. The price of Almond Oil will prove to everyone that there is no soap in the world so marvellous as Zee-Kol Almond Oil Soap. It has taken years to know how to blend the oils in this soap, because it is not like other soaps to-day, which are only ordinary soaps. Its oils are a marvellous tonic to the skin.

LUCRETIA BORGIA.

"Glorious Lucretia, I could sing of your charms and beauty all day—your skin is like a rose, with its heart of pink and petals of palest hue."

"Don't flatter, musician—play your music, which is sweeter than all your flattery. All the complexion I have is made beautiful not by my subtle poisons but by the finding of the Almond Blossom which produces Almond Oil, giving me my cherished complexion. This alone is the secret, for Almond Oil gives youth, life and beauty to the skin. So in my laboratory my beauty is made."

1/- LARGE TABLET NOW 6d.

Obtainable from all Chemists and Stores or direct from

SHAVEX ZEE-KOL CO., LTD.,
(Dept. 314), 40, Blenheim Rd.,
Upper Holloway, N.19.

NO SOAP SHAVEX NO BRUSH

REVOLUTION IN SHAVING

Millions are now using SHAVEX all over the World. Beware of imitations.

THROW AWAY YOUR SOAP AND BRUSH AND USE THE UP-TO-DATE METHOD OF SHAVING

which takes a quarter of the time.

WE GUARANTEE THAT ONE CAN HAVE A PERFECT SHAVE IN TWO MINUTES WITH SHAVEX

The Shavex Cream makes the bristles of the beard stand up, when they are easily shaved with the razor. The ordinary creams and soaps flatten the beard and so it is impossible to get the perfect shave. If grass is lying down it is more difficult for the mower to cut than if it is standing up. It is the same with the beard and Shavex. SHAVEX gets between all the hairs and forces the beard to stand up, and one can cut it so easily and get a perfect shave.

SHAVEX is without doubt the most perfect way of Shaving that man can desire. What is more simple than just wetting the beard and smearing on a little Shavex—and then a perfect shave? Shavex contains Almond Oil, which is a fine skin food for the face. You shave in a quarter of the time that is taken by any other method, and you rub the rest of the Shavex into the skin—this takes away the wrinkles, and keeps the face in perfect condition.

TRY A SHAVEX BLADE. THE KEENEST and BEST BLADE ON THE MARKET. PRICE 2d. instead of 4d.

Eleanor: Whoever is that handsome young man who has just come into the room? I've never seen him before. He has all the room looking at him. How bronzed and healthy he looks.

Her Friend: Oh, that's Jack Mordaunt. He is just home from the East. He's been excavating, and you call him a young man; why, he is older than I am, and I am 48. While he was in the East he put on a dinner jacket every night. He let the Arabs know that he was civilised, and he swears by Shavex Cream. He declares it is that which keeps his face young and keeps his skin in such splendid condition. Many a time he has shaved without water. You have often to do these things in the East, as water is so scarce.

Eleanor: How interesting. I want to be the first girl to be introduced.

SHAVEX

is sold in

6d. 1/- and 1/6 Tubes and 1/6 Pots

Obtainable from all Chemists and Stores or direct from:—

SHAVEX ZEE-KOL Co. Ltd.
(Dept. R.11), 40, Blenheim Road,
Upper Holloway, N.19.

DOGE CREAM

THE NEW MARVELLOUS

COMPLEXION RESTORER

HOWEVER sallow or patchy your complexion may be, we guarantee to make it perfect with Doge Cream. Doge Cream is absolutely a complete restorer. It works miracles on the skin and is the most ideal complexion cream on the market. It is the most remarkable cream that has ever been blended into a face cream. It contains Almond Oil and it does not grow hair. It preserves the skin and takes away all wrinkles and leaves the skin smooth as a child's. It was taken from an old Venetian recipe. We guarantee that there is not another cream in the world to compare with Doge Cream. It will make the worst complexion perfect. Send for a sample and see its marvellous results.

Doge Cream is not a vanishing cream, and does not dry up the skin; it keeps the skin supple, firm and youthful. If Doge Cream is smeared around the eyes at night wrinkles will vanish as if a miracle had happened.

When thinking of other face creams remember that Doge Cream is not like any of them. Try it and you will never go back to any other face cream you have ever used. The original recipe was beyond price in the days when it was first known, but to-day we can make up all these preparations for the skin. We do not pay for Society women to give us their portraits, but over a thousand of the leading Society women use Doge Cream.

THE DOGE OF VENICE.

The Doge of Venice was very powerful, as the Chief of the Government and head of the Church. Each year the sea was wedded to Venice. The Doge from a luxurious boat called "Bucintoro" threw a ring into the Sea which completed the ceremony and this was called the Wedding of the Sea. The most beautiful women in Venice were present on these occasions and their beauty lent great enchantment to these strange ceremonies. The great painter Bellini said their glorious skins and complexions made him feel drunk, so intoxicated was his admiration, and history proves that Doge Cream was the cream used at that time; that is why Doge is called Venetian cream, it is from an old Venetian recipe.

In Tubes 6D and 9D
In Pots 1/- and 2/-

Obtainable from all Chemists and Stores or direct from:—

SHAVEX ZEE-KOL CO., LTD.
(Dept. Do6) 40, Blenheim Road,
Upper Holloway, London, N.19

ALMOND OIL IS USED IN DOGE CREAM.

SKIN DISEASES

Disappear in a Night

WE HAVE A ROOM FULL OF TESTIMONIALS.

Many may promise a wonderful cure but there is nothing like Zee-Kol. Beware of imitations.

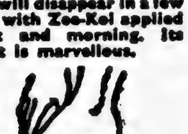
ZEE-KOL is, without doubt, the most wonderful skin remedy of all time. The cruellest Skin Diseases, such as Ulcers, Eczema, Abscesses, Erysipelas, etc., are rapidly and completely banished, and Pimples, Blackheads, Boils, Rashes, etc., disappear like magic. Never was known any remedy like Zee-Kol. Where it touches, the skin takes on a finer and healthier glow. It destroys everything unhealthy to the skin. No skin disease can resist it. Forget it being a Patent Medicine. This is the only way we have of letting the world know of Zee-Kol's marvellous power of skin healing. There is nothing in the world to compare with Zee-Kol. Do not hesitate. Go straight to your chemist and get a box of Zee-Kol and rest absolutely assured that your skin troubles will speedily be banished. Zee-Kol cures, in record time, Eczema, all kinds of Ulcers, Hæmorrhoids, Chilblains, Bad Legs, Severe Burns, etc.

ECZEMA.
"I suffered from Eczema all over my face and body. I applied Zee-Kol and in three days the Eczema had gone."

VARICOSE AND OTHER ULCERS.
"For years I could not walk with Ulcerated Leg. Zee-Kol cured it in a week."

ABSCESSES.
Zee-Kol instantly draws out all inflammation and the abscess is healed in twenty-four hours.

ERYSIPELAS.
This alarming skin affection will disappear in a few days with Zee-Kol applied night and morning. Its effect is marvellous.



CORNS.
The worst corns will soon disappear if Zee-Kol is applied to them night and morning.

BURNS.
Zee-Kol takes all pain away and no blister will form.

BOILS, ETC.
Boils cannot resist the wonderful healing properties of Zee-Kol and in two days they disappear.

PIMPLES AND BLACKHEADS.
"I always had Blackheads and Pimples. Zee-Kol cured them in a night—they vanished."

LUMBAGO, STIFF JOINTS, ETC.
Splendid for Stiff Joints, rubbed in gently by the fire, and or Rheumatism.

ZEE-KOL

The Wonder Skin Remedy

Obtainable from all Chemists and Stores at

1/3 or a large tin 3/-

or direct from:—

SHAVEX ZEE-KOL Co., Ltd.
(Dept. Z.K.18), 40, Blenheim Road,
Upper Holloway, N.19.

RECORD CHRISTMAS CASH and PENSION OFFER

HUGE PENSION · PLUS · FORTUNE FIRST PRIZE

£6 WEEKLY FOR LIFE and £1,500 Cash

OR ONE STAGGERING LUMP SUM OF 3,000 GUINEAS

FREE XMAS GIFT COUPON

ALLOWED WITH EACH THREE PAID OR PRIZE COUPONS

If you have not yet made a bold bid for success in the greatest Christmas Crossword Offer ever known, start work at once on the bright and interesting puzzle which JOHN BULL'S Compiler presents for you on these pages. This is the second and final week of our Record Christmas Offer and your completed Squares must soon be in the post.

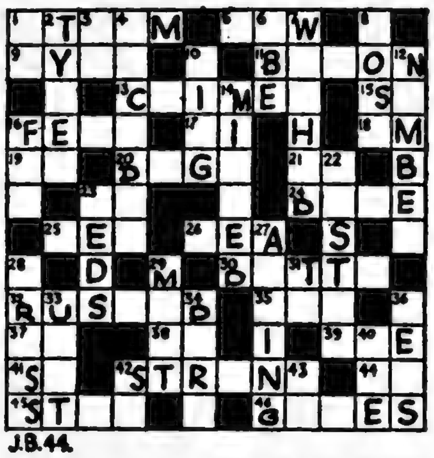
Score an outright triumph—as over 80 entrants in our common-sense Contests have already done—and your staggering reward will be a £1,500 fortune and a huge Life Pension of £6 a Week!

This colossal Pension-plus-Fortune First is followed by an increased award of £300 in Christmas cash for Runners-up, who can also qualify for shares of an extra £250 as directed above. An additional £200 Christmas-box, too, has been set aside for division amongst all prize-winners who have ordered a six weeks' supply, or extension of supply, of the *Crossword Gazette* upon the Bonus Coupon provided for this purpose, below.

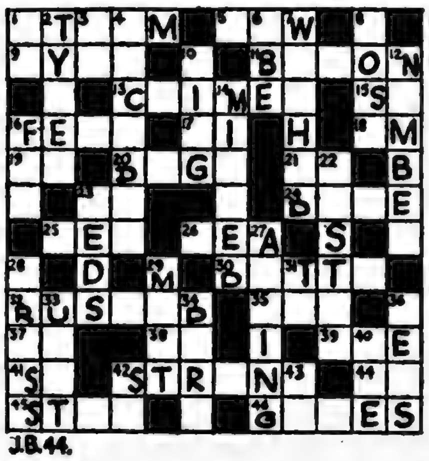
LAST DAYS TO ENTER—BE QUICK WITH YOUR SQUARES!

CUT AROUND THESE BROKEN LINES

"JOHN BULL" CROSSWORD No. 44. Closing SATURDAY, DECEMBER 19, 1936.



J.B.44.



J.B.44.

In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose

P.O. Value ....

No. ....

ENTRY FEE for 2 Squares 6d.

SIGNED ....

ADDRESS ....

....

£200 BONUS

To be eligible for a share of the £200 Bonus offered to all winners, this Reservation Coupon for six weeks' supply—or extension of present order—of "Crossword Gazette" must be enclosed with your entry for Crossword Contest No. 44, closing Saturday, December 19.

I HAVE AFFIXED 3d. IN STAMPS FOR POSTAGE ON "CROSSWORD GAZETTE"—PLEASE ARRANGE

(A) A 6 WEEKS' FREE SUPPLY
(B) EXTENSION OF MY PRESENT SUPPLY

(Delete (A) or (B), whichever does not apply)

NAME ....

ADDRESS ....

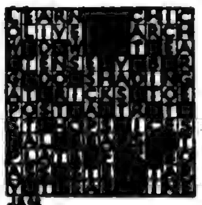
....

Affix 1½d. Stamp Here.

Affix 1½d. Stamp Here.

YOUR FREE COUPON IS ON NEXT PAGE

X-WORD No. 42



winners on page 46

The Adjudication Committee decided that the most apt and accurate Answers used by competitors were those seen in the Square above. Reasons for Committee's findings will appear in next week's "Crossword Gazette." Secure your free weekly copy by using the Bonus Coupon on left below.

TERMS AND CONDITIONS

PRESENTED on this page is the forty-fourth of JOHN BULL'S entertaining Crossword Puzzles; you are invited to exercise your skill and knowledge by completing it with the guidance of the Clues provided.

Aptness and accuracy of Answers in relation to the Clues form the standard of excellence by which entries will be judged, and all decisions will be based on the Answers of Competitors. This judging will be carried out under the supervision of an Adjudication Committee consisting of the following:—

The Editor of JOHN BULL;
Doctor Lascelles Abercrombie, Litt.D., D. Lit., M.A.; and
Doctor C. E. M. Joad, M.A., D.Lit.

Each entry received will be carefully considered, and the First Prize-winner will be the competitor who on one entry square has completed the Puzzle, and has given what, in the opinion of the Adjudication Committee, is the best set of Answers to the Clues provided. And this set of Answers will constitute the Winning Puzzle Square.

If at any points in the Puzzle where a choice of words exists the Adjudication Committee decides that no one word submitted can be preferred on the test of aptness and accuracy, then competitors there using words of equal merit as Answers will be regarded as having tied at these points, which will be duly indicated when result and Winning Puzzle Square appear in JOHN BULL published Thursday, December 31, 1936. The reasons which decided the Committee's Award will be published in JOHN BULL'S free weekly "Crossword Gazette," obtainable as instructed on this page. The Second Prize will be awarded to the competitor whose entry is next in order of merit. In the event of a tie or ties, the appropriate cash prize will be equally divided, but not more than one cash or other prize will be allowed to one entrant upon one coupon.

Acceptance of the findings of the Adjudication Committee in regard to the most meritorious entries and of the Editor of JOHN BULL in all other matters is a condition on which entries are accepted and is legally binding on all entrants for this Crossword Competition.

CLUES ACROSS.

1. Tempest
5. Heated argument often leads to this
9. Ancient musical instrument
11. Is often supplied by average butcher
13. Are commonly most complicated
15. How summer begins
16. Festival
17. Common to night and morning
18. Both ends of tram
19. Part of dish in prison
20. Lovers of spotless homes don't care for these
21. Start of episode
23. Exist in abbey
24. Man shouldn't be taking this when he's got work to do
25. Chinese troops are very easily this
26. Salt in this makes it undrinkable
30. Line is often repeated by this
32. It's not good for works to be this
35. Expire
37. Middle of avenue
38. Automobile Association
39. Eggs of fish
41. In the centre of Asia
42. Old-fashioned shopping bag was sometimes this
44. North East
45. Making of this is often all due to Hollywood's sensational publicity
46. We couldn't keep fit without these

CLUES DOWN.

1. Head and tail of snail
2. Rough usage will soon damage these
3. Part of actor in story
4. Went back
6. Order of the British Empire
7. Clothes are, by laundry
8. Should be considered when taking friends to big party
10. No one wants to lose a good one
12. You sometimes get this after long wait outside phone box
14. You may not be able to see clearly if glasses are this
16. In some machines this is important
22. Bill found on boardings
23. We sleep in these
27. Assisting
28. Features in this are sometimes dictated by fashion
29. Chops and steaks are this
31. Half time in Tooting
33. Single thing
34. You can't manage this without some skill
36. You must be an expert to get living from these
40. First number
42. Beginning and end of star
43. How game begins in Donegal

ENTRY FEE. For two squares send P.O. for 6d.; for four squares, send 1s.; for six squares, send 1s. 6d., entitling you to enclose one FREE ENTRY Coupon bearing two extra squares.

READ THESE RULES CAREFULLY.

1.—Complete puzzle in ordinary ink, not copying-ink or copying-ink pencil, cut out the whole entry form, whether both puzzle squares are used or not. Entry fee for one coupon (two squares) is SIXPENCE. For two coupons (four squares) send ONE SHILLING. For three coupons (six squares) send ONE SHILLING AND SIXPENCE and become entitled to enter two additional Gift Squares provided. If making additional entries, one allowed free with each three paid. Make Postal Order payable to Odhams Press Ltd., and cross it /& Co./; write name and address and date of posting on back of P.O., and fill in the number upon Entry Form. Entry Form to be posted as directed (not delivered by hand) to reach us not later than Saturday, December 19.

2.—Should any single letter square be left blank, contain a letter which is not clear, or altered or not given in ink, the corresponding properly indicated letter on adjoining Entry-square will be regarded as entrant's intended letter for both Entry-squares. If entrant's answer cannot be so decided, or such flaws occur in more than one letter square, Entry-square concerned will be disqualified as will any mutilated coupon. No responsibility is accepted for any entry lost, delayed, not delivered, or mislaid, and no correspondence will be entered into.

3.—Winner and winning puzzle square will appear in "John Bull" on sale Thursday, December 31, 1936. Should any competitor not announced as a winner believe that he entered a coupon eligible for a share of the First Prize, he must demand a scrutiny in accordance with directions given with result, and enclosing £1 scrutiny fee. Any such scrutiny which may amend the result must be accepted as final. No scrutiny can be conducted in connection with the Runners-up Prize. Accordingly entries are accepted only on condition that the result of our double adjudication establishing these winners is regarded as final. Merit is established according to the total number of Answers to Clues, both across and down, which agree with the winning puzzle square.

4.—Should first prize be shared 3,000 guineas cash will be paid instead of the two-in-one award.

5.—Failure to comply with any of the rules and conditions involves disqualification.

6.—Employees of Odhams Press Ltd. and members of their families are not eligible to compete.

EXTRA SQUARES POST FREE

For this special Contest only, you may enter as many coupons as you wish, and may enclose all in same envelope. Other squares appeared in last week's "John Bull." For extra squares send penny postcard to "John Bull's" Crossword Gazette Dept., 30, Bedford Street, W.C.2, stating number of coupons (each with two squares) required.

FOR "JOHN BULL'S" X·WORD!

£300 INCREASED XMAS AWARD between Runners-up

£250 Fine Xmas Bonus between Runners-up from whom "John Bull" receives four or more coupons (8 squares, including 2 free) in same envelope and bearing same name and address.

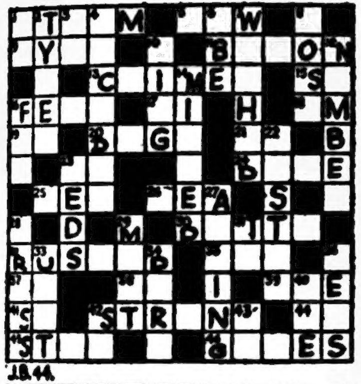
£200 EXTRA XMAS BOX between winners of any prize in this Contest from whom a 6 weeks' reservation of "John Bull's" free weekly "Crossword Gazette" is received during two weeks ending Sat., Dec. 19. (Existing readers must use Reservation Coupon on other page to extend supply 3 weeks to be eligible.)

ENTER ON THESE SQUARES

Extra DAY TO ENTER! CLOSING SAT. DEC. 19

KEEP YOUR COPIES HERE.

These miniature reproductions of "John Bull's" Crossword Squares are for your copies only and will NOT be accepted as entries.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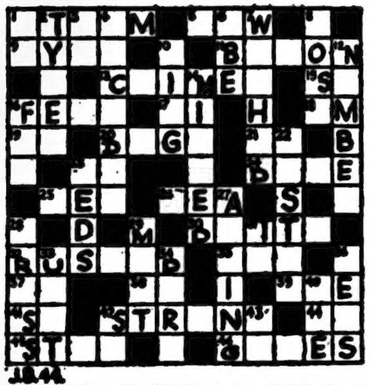
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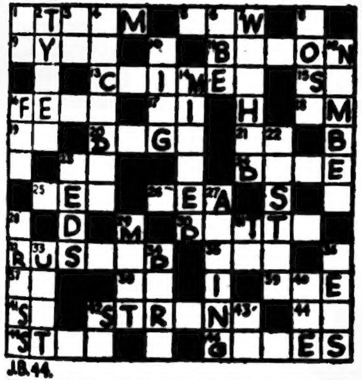
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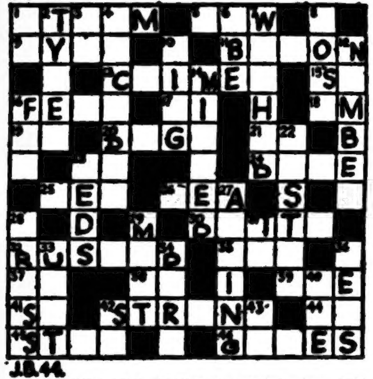
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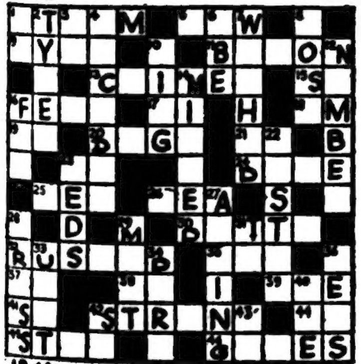
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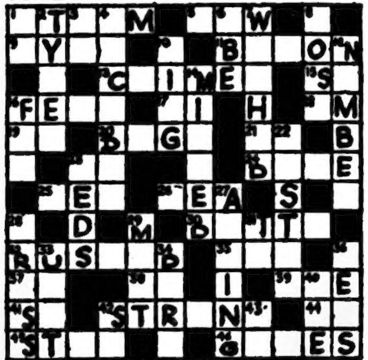
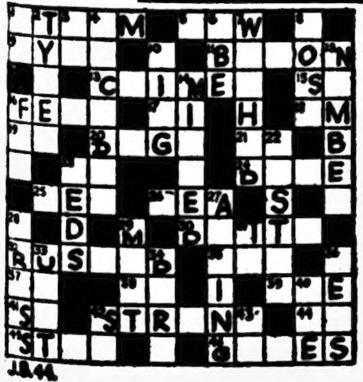

J.B.44.

FREE COUPON

The two entry squares on this fourth coupon are Free, provided it is enclosed in the same envelope with three other paid (or prize) coupons from same entrant.

AVAILABLE ONLY UNTIL SATURDAY, DEC. 19.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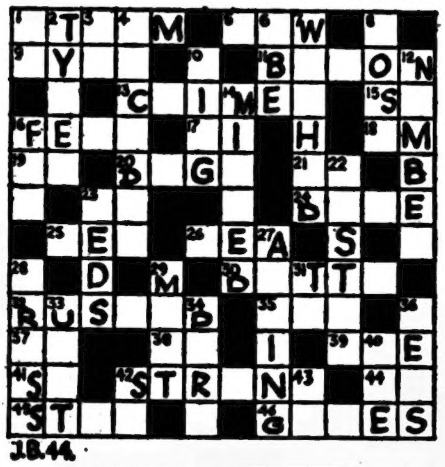
J.B.44.

GET THE "CROSSWORD GAZETTE" COUPON ON OPPOSITE PAGE.

NO CLAIMS REQUIRED—ALL ENTRIES EXAMINED

"JOHN BULL" CROSSWORD No. 44—CLOSING SATURDAY, DEC. 19, 1936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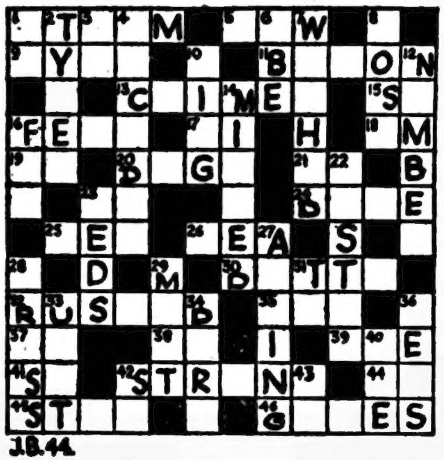

J.B.44.

In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose

P.O. Value ....

No. ....

ENTRY FEE
for 4 Squares
1s.

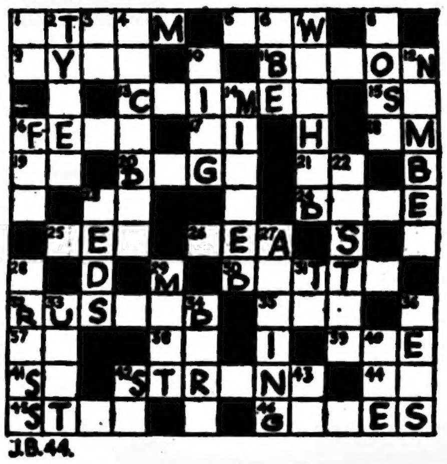
SIGNED..........

ADDRESS ....

....

CUT ALONG THESE BROKEN LINES

"JOHN BULL" CROSSWORD No. 44—CLOSING SATURDAY, DEC. 19, 1936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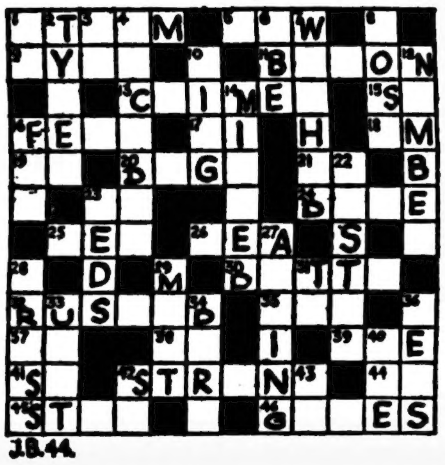

J.B.44.

In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose

P.O. Value ....

No. ....

ENTRY FEE
for 6 Squares
1s. 6d.

SIGNED..........

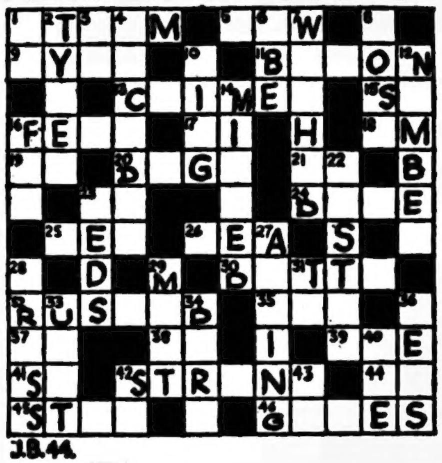
ADDRESS ....

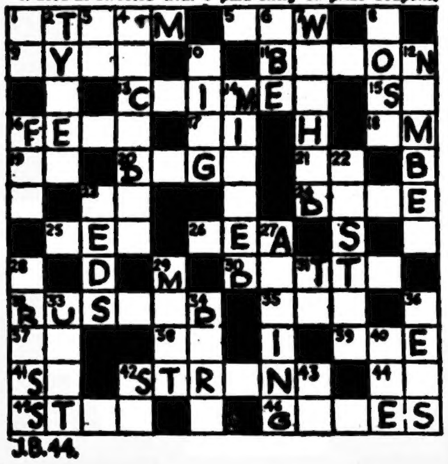
....

CUT ALONG THESE BROKEN LINES

FREE ENTRY COUPON

Available only for "John Bull" Crossword No. 44, and if used as directed with 3 paid-entry or prize Coupons.


J.B.44.


J.B.44.

FREE CCUPON for use as directed:

I enclose THREE paid-entry or prize coupons for Crossword No. 44 and claim this FREE ENTRY accordingly. I agree to all rules and conditions.

SIGNED ....

ADDRESS ....

....

ADDRESS ENTRY: Crossword No. 44, "JOHN BULL,"
57, LONG ACRE, LONDON, W.C.2. (Comp.)

Love Marriage Romance

PASSED THIS WEAK, SICKLY, FRAIL GIRL BY UNTIL . . .

A Doctor Told her of This Simple Common Mistake Now So Easily Corrected

. . . And She Found the Way to Blossom into Full Glorious Womanhood !

Thousands of Tired-Out, Nervous, Anæmic-Looking Girls Get Rich Red Blood, Rosy Cheeks, Perfect Health, and Tireless Energy This Quick Way *Without Use of Drugs!*

If you are weak, frail and rundown—if you go around always tired, nervous, irritable, easily upset, the chances are your blood is thin, pale and watery, and lacks the nourishment needed to build up your strength, endurance and the healthy, strong body you need to feel right. Science has at last got right down to the real trouble with these conditions and explains a new, quick way to correct them.

Food and medicines can't help you much. The average person usually eats enough of the right kind of food to sustain the body. The real trouble is assimilation, the body's process of converting digested food into firm flesh, pep and energy. Tiny, hidden glands control this body-building process—glands which require a regular ration of the 12 MINERALS and NATURAL IODINE (not the ordinary toxic chemical iodine, but the iodine that is found in tiny quantities in spinach, lettuce, etc.) The simplest and quickest way to get these precious needed substances is "Vikelp" Tablets the astonishing mineral concentrate from the sea. "Vikelp" Tablets are 1300 times richer in iodine than oysters, hitherto considered the best source.

Builds-Up Strength—Lasting Energy.

With "Vikelp" Tablets' iodine you quickly normalize your weight and strength-building glands, promote assimilation, enrich the blood and build up a source of enduring strength. "Vikelp" Tablets, too, contain twelve other precious vitally needed body minerals without which good digestion is impossible.

Results Guaranteed or No Cost

Try "Vikelp" Tablets for only 10 days. Notice how much better you feel, how well you sleep, how your appetite improves, colour comes back into your cheeks. And—if it doesn't improve your looks, give you new strength and energy the first 10 days, the trial is free! Your own doctor will approve this way. "Vikelp" costs but little. Prices from 1/9 to 17/6. If your dealer can't supply you send 3/6d. for 10 days' guaranteed treatment to Dept. J.B./12/2, Health Products Laboratories Ltd. 10 Henrietta Street, Cavendish Square, London, W.1.

VIKELP Brand HEALTH and BODY BUILDING Tablets

A FREE *Furnishing* BOOK that You ought to possess.

Fill in the coupon in the announcement on page 20 and post in an unsealed envelope bearing ½d. stamp, to Drage, Ltd. (Dept. J.B.), 73/77, Oxford Street, London, W.1.

Accept this FREE OFFER of a TRIAL BOTTLE of WINCARNIS!

If you are run down, or suffer from nerves, lack pep and zest for life, fill in the coupon on p. 16, enclose 4½d. in stamps to cover postage, packing, etc., and a generous sample bottle of Wincarnis will be sent to you, FREE of charge. Take advantage of this offer NOW!

There's no need to go Searching for Xmas Bargains *—there are plenty displayed in "John Bull's" Shop Window on pages 2, 3 & 4*

GLANDS and VIRILITY

Are properly functioning glands the secret of sparkling vitality? Scientists are agreed that decline in power and virility in a man depends on the rate in which energy is "burned up." Nervous debility, lassitude, inability to concentrate, depression, physical and mental exhaustion, from whatever cause arising, are signs of a deficiency in the system of certain vital gland-secretions. By stimulating your glands you can "put back the clock of the years" and achieve superabundant virility, a capacity for work and play such as you have never before experienced. DOVIM (for Men) and DOVITE (for Women) Rejuvenation Tablets are a marvellous combination of the world's finest and purest glandular extracts with certain precious herbal substances from the East. Write today for full particulars and a free copy of a secret-revealing little book which should be read by every adult. Address: INTERNATIONAL LABORATORIES LTD., DEPT. 204, 30-42, SMEDLEY ST., LONDON, S.W.8.

CONQUER THAT COUGH

Doctor says: "YADIL . . . truly wonderful. I have had great results in Influenza, Whooping Cough . . . Chronic Bronchitis in which nothing else gave any results." M.B., B.Ch., M.O.H.

The famous garlic remedy, YADIL has had remarkable success with Coughs, Colds, Bronchitis and Chest complaints.

YADIL *Write now for free Copy YADIL HEALTH BOOK.*

1/3 and larger from Chemists. Or direct from YADIL (1936), LTD. (Dept. J.B.), Springfield, London, E.5

GET FREE PARTICULARS *of the latest* SELF-LIGHTING GAS FIRE

Ensure home comfort by getting details of the soft, penetrating warmth of a Radiation Self-Lighting Gas Fire. Fill in and post Coupon on [illegible]

They've just CLIMBED PLODDER'S HILL !

THE happy tandem couple you see here are Mr. and Mrs. A. Simpson, 53, Dundonald Road, Leicester, reports a JOHN BULL man. Like many another big *Bullets* winner, this 35-year-old warehouseman has been helped by his wife's encouragement in his ride up plodder's hill to the heights of a splendid First Prize.

It was in *Bullets* 1,052nd Contest that Mr. Simpson captured a £500 fortune and £5 Christmas Shopping Bonus with the telling effort, EARTH v. MARS—WOULD COST CIVILISATION "TITLE."

"I have three hobbies," this First Prize-winner told me—"cycling, reading and making *Bullets*. My wife and I always go on a cycling holiday and we are already looking forward to an extra good one next year.

"Before I saw that *Example*, I had been reading about the Foord v. Neusel fight," Mr. Simpson recalled. "I thought that civilisation will obviously be at stake if another war breaks out. The word 'title' flashed into my mind—and there was my £500 *Bullet*!

"I have been competing ever since I was 21," he went on. "I lived in Nottingham then and my father and I used to enter together. I have won scores of minor awards, but had never before won a bigger cash prize than £1 in *Bullets*."

* * *

The Second Prize-winner in this Contest also soared suddenly from the level of £1 winners. She is Mrs. E. E. Greenwood, 52, Polefield Road, Prestwich, Manchester, and a £50 cheque plus £5 Shopping Bonus rewarded her neat and human Bullet, HE'S UNEMPLOYED, SO—HIS CHRISTMAS PLANS, "MINCEMEAT."

"Making *Bullets* has been my pleasant hobby for the past three years," this busy housewife told JOHN BULL. "I have won a Turkey and Cake for Christmas, but hitherto my biggest cash prize has been a £1 award.

"My successful *Bullets* have mainly been on domestic themes or everyday incidents," she continued. "I have found making them a splendid way of getting through the monotonous jobs of housework.

"My prize-money will be most useful, as we have recently moved to a new home," Mrs. Greenwood said. "Then a little celebration at Christmas, with extra gifts to those less fortunate, and the rest will go into the bank for Sonny's schooling."

* * *

Another £500 fortune is waiting to be won in *Bullets* this week, and with it an unforgettable Family New Year's Celebration. This splendid First is supported by a fine array of Cash-plus-Radiogram prizes. Enter by Saturday, December 19, and a big success may well be yours!

RESULT OF COMPETITION No. 1053.

First Prize, £500, plus Radio Set:

W. MONDAY, 18, Downs Road, Hastings.
Example: WHISTLING
Bullet: TRY, WHEN "SIGNALS AGAINST."
(Entered on "Target" Prize coupon.)

SECOND PRIZE, £50:

G. W. GLEDHILL, 1, Kirkham Road, Bradford.
Example: It's Colder Now, So
Bullet: Finding "Butter's" Getting "Harder."

THIRD PRIZE, £25:

W. H. STRELLING, 735, Hessle Road, Hull.
Example: Prudence
Bullet: *Our* "Dictator" Compelling Re-arming.

OTHER PRIZES:

£20: S. ROBINSON, Summerhill, Shotley Bridge, Co. Durham.
Shook Him—Off "Treetop," Own "Wind."

£15: Miss N. BRETT, 38, Salisbury Road, Dover.
Cause Of The Delay—Of Peace—"You Wait!"

£10: G. STEPHENSON 200, Norwood, Beverley.
Worth Recalling—' While Shepherds—" While "Butchers"—.

£9: Mrs. B. NORTH, Arford, Headley, Bordon.
What Is Luxury?—Who Cares? Heir Coos.

£8: M. HAMMOND, "Shirley," Guildford Road, Bookham.
"Step On It!"—Geneva Ignored—"Blaze" Spreading.

£7: J. C. ROBERTSON, 1, King Edward Street, Perth.
Factory Of To-morrow—Full Of Life—Soulless!

£6: D. V. POUNTNEY, 5, Hodgson Road, Blackpool.
Whistling — Wind — Rocket — Lifeboatmen—Crew.

£5: S. SMALT, 24, Westgate Street, Bath.
Domestic Bliss—All Home—Home, "All."

£4: W. JONES, 4, Milward Crescent, Hastings.
Screened—Discreetly, Probationer's "Hard Bed."

£3: B. ROSE, 109, Lyng Lane, West Bromwich.
Sacrificed—Pomp—"Circumstances" Interest King.

12 PRIZES OF £2 10s. EACH:

J. BEARD, 77, Peasley Cross Lane, St. Helens.
Domestic Bliss—Taste Before "Sniffing" At!

Mrs. H. M. CLOUGH, Beckwithshaw, Harrogate.
In Sight Of Home—Henpeck Sags—Straightens *Hat!*

C. ELSMORE, 110, Fourth Avenue, Birmingham.
When Auntie Learnt Dancing—Sent Gliding Gent Sliding.
(Entered on "Target" Prize coupon.)

Mrs. H. HEDGECOCK, 78, Folkestone Road, Dover.
Domestic Bliss—Hubby *And* Cradle "Occupied."

A. HOPE, 7, Buckleigh Road, Streatham, S.W.
Factory Of To-morrow—Humming Without Humanity—H'm!

E. NATTRASS, 11, Bethany Gardens, Annfield Plain.
What Is Luxury?—"Fag," After Her Cigars!

S. OGDEN, 2, Devonshire Road, Manchester.
When Auntie Learnt Dancing—Given Floor—Floor's Given!
(Entered on "Target" Prize coupon.)

Mrs. POWELL, 2, Natton Cottages, Ham, Glos.
Domestic Bliss—Both Boast They're *Bossed.*

F. W. SHEPPARD, 20, Orpingley Road, Holloway, N.
In Sight Of Home—Sweetheart's, Until Jealousy "Blinded."

G. R. SUTTON, 315, Hendon Way, London, N.W.
When Auntie Learnt Dancing—Liner's Behaviour Puzzled Skipper!

W. H. WILLIAMS, 43, Oatlands Road, Oxford.
What Is Luxury?—Pipe, Recalling "Matches, Sir?"

J. WOODGETT, 15, Percy Street, Salford.
Sticking It—Later, "Struggling Through" Admirers.

Each of the above winners will also receive a "Burgoyne" Radio Set. A list of 25 £1 and 500 Surrey Fowl winners can be seen at these offices.

CHEQUES AND HAMPERS WON IN CROSSWORD No. 42

In connection with "John Bull" Crossword No. 42, the Adjudication Committee decided that the senders of the most meritorious sets of Answers on one Square (see page 44) were the following thirty competitors:—

C. V. Bannister, 43, Orchard Road, Brentford ; S. Beattie, 4, Newsham Terrace, Douglas ; Mrs. E. Bird, 61, Sidmouth Street, Hull ; B. N. Blood, 16, Perivale Gardens, W. ; R. Boyle, 50, York Street, Twickenham ; M. Burns, 75, Second Avenue, Newcastle ; Mrs. E. Carrdus, Grey House, Woking ; W. H. Chapman, 131, Spital Hill, Sheffield ; Mrs. A. E. Denison, 568, Scott Hall Road, Leeds ; S. Dickeson, 27, Glen Terrace, Washington Station ; E. G. Hoare, Hillside, Oakridge, Glos. ; [illegible] Holland, 12, William Street, Barking ; C. Hulbert, 336, Wortley Road, N/c. ; Mrs. E. A. Jones, 15, Foster Hill Road, Bedford ; J. W. Kelly, 12, Melrose Avenue, Dublin ; L. Kilsby, 15, The Ridgeway, N. ; W. J. Kindell, 115, Woodfield Road, Leigh-on-Sea ; H. Lake, 16, [illegible] Terrace, Ferryhill ; F. T. Lawson, 90, Broad Oaks, Sheffield ; Mrs. E. Lodder, 4, Broomhill Gardens, Newcastle ; C. Manson, 120, Yarboro' Road, Lincoln ; D. Otley, Rooms Lane, Rotherham ; Miss E. Pratt, 152, Manchester Road, Warrington ; A. Rowland, 56, Baskerville Road, S.W. ; A. J. Roberts, 104, Chaucer Road, Bedford ; F. Shillito, [illegible], Glasshoughton, Castleford ; Mrs. E. Singer, 56, Queenhill Road, Selsdon ; Mrs. F. A. Smith, 290, Balham High Road, S.W. ; Miss A. Till, 31, Howden Street, Leeds ; Mrs. K. Urwin, 166, Broadway, Peterborough.

Subject to the Terms and Conditions of the Competition, these competitors share the £900 First Prize and a cheque for £30 13s. 4d. will be sent to each, also one of "John Bull's" famous Xmas Hampers.

Any other entrant who believes that he submitted a Square eligible for a share of this Prize must demand a scrutiny by not later than First Post, Tuesday, December 15, sending £1 Scrutiny Fee, copy of all Squares submitted and Postal Order number. Envelope to be *registered*, marked "Scrutiny" and addressed to the Competition Editor of "John Bull."

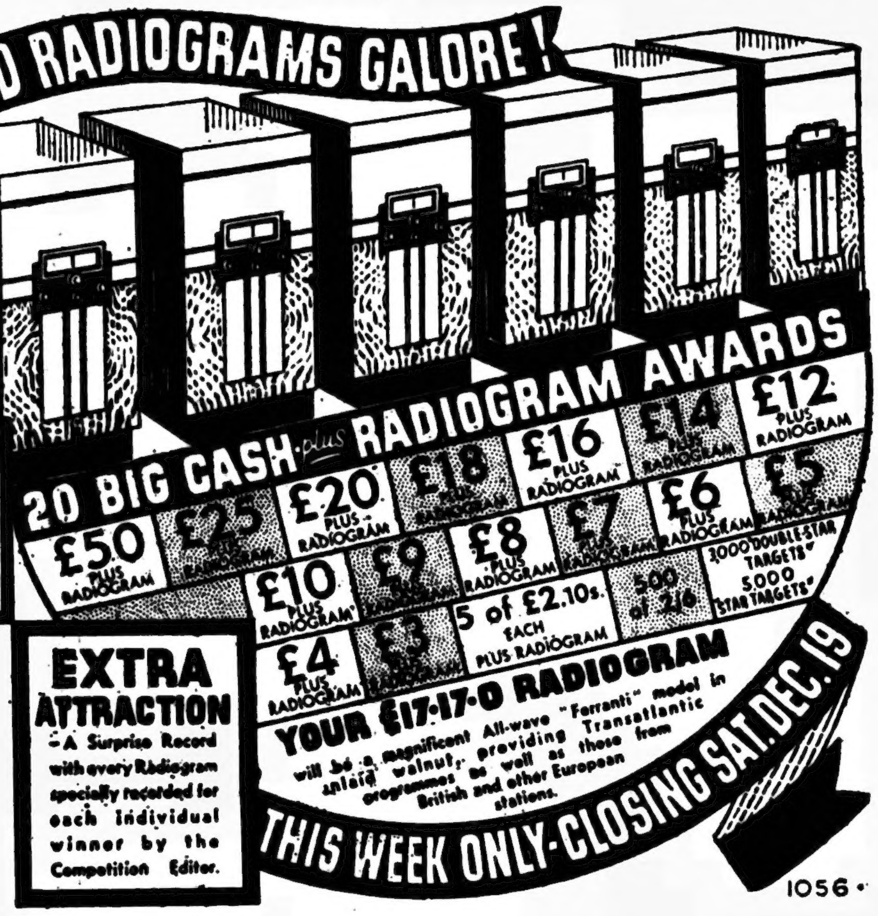
No scrutiny can be undertaken in connection with the Award of £100 to Runners-up. This Prize has been divided between 317 competitors from whom we received Squares inferior in merit by reason of only one less apt and accurate Answer compared with the best Squares received. These winners will receive 6s. 4d. for each such Square. A list of these Runners-up can be seen at the "John Bull" offices and all have been notified.

A useful Surprise Award for each of 1,751 entrants from whom we received a Square differing from Squares of Runners-up by only one less meritorious Answer will be posted this week.

HUGE NEW YEAR 2-IN-1 FIRST PRIZE
£500
CASH, PLUS

FAMILY NEW YEAR CELEBRATION WEEK-END IN LONDON

For winner and companion and up to two children not over 16, "John Bull" will provide a Luxury Week-end at a famous hotel and [illegible] at a [illegible]. Visits will be arranged to a Circus, a Pantomime, a Cabaret, the January Sales and other famous sights of London. WINNER'S WIRE ON FRIDAY, JANUARY 1.



YOUR £17-17-0 RADIOGRAM will be a magnificent All-wave "Ferranti" model in inlaid walnut, providing Transatlantic programmes as well as those from British and other European stations.

EXTRA ATTRACTION —A Surprise Record with every Radiogram specially recorded for each individual winner by the Competition Editor.

1056

START THE NEW YEAR WITH £500 AND MILLIONAIRE'S CELEBRATION!

ON January 1, 1937, JOHN BULL will despatch a golden Joy Wire with congratulations to the First Prize-winner in this week's notable *Bullets* Offer. That thrilling message will bring a £500 fortune and unforgettable Celebration Week-end to some competitor—why not to you?

Enter the best *Bullet* of this Contest and, as that £500 First Prize-winner, it will be your privilege to enjoy a Family New Year Celebration in London at JOHN BULL'S expense. The Millionaire's Week-ends which JOHN BULL periodically provides for big *Bullets* winners are already famous. But in the New Year, when the many thrills which London can normally provide are augmented by circuses, pantomimes and other seasonable entertainments, JOHN BULL can arrange a finer Celebration Week-end than ever before.

But this unique 2-in-1 First is only one of the attractions of the one-week prize-list now before you. For each winner of cheques from £50 down to £2 10s. there is waiting a superb Radio Gramophone, fit for a millionaire's home. The instruments selected are £17 17s. "Ferranti" Radiograms and to possess one of these modern miracles is to realise radio's magic to the full.

HOW TO MAKE "BULLETS"

WHEN starting to make *Bullets*, read carefully through the *Examples* and choose, say, six which appeal to you particularly. Then add pointed comments to each of these selected *Examples*, without bothering how crude is the phrasing of these first thoughts.

Your next step is to take each rough note in turn and aim at condensing it into TWO, THREE or FOUR words of apt and original comment, closely linked with the chosen *Example*.

For instance, you could take the *Example*, EXERCISE and jot down first, *For Mind, Difficulties Provide.* Still retaining that idea, you could easily compress it into the typical *Bullet*, EXERCISE—MENTAL MUSCLES, MISFORTUNE'S "JERKS."

Before starting on your own *Bullets*, study the good points of the big winners in Contest No. 1,053, which appear on the opposite page. Then begin at once, for your entry must reach JOHN BULL by Saturday, December 19, if that Joy Wire on January 1 is to be yours.

Add 2, 3 or 4 words to any "Example"

(Competition No. 1,056)

LEADING THE WORLD
TO HELP THE POOR
HONEST TOIL
THROUGH THE SNOW
WHAT THE LEAGUE MEANS
GOOD HAND
LEGACY OF WAR
FATHER'S POLICY
BARGAINS
MAN WITH A BARROW
PART OF THE HERO
GROPING IN THE DARK
IT'S NO JOKE, WHEN
MUZZLED
DYING OUT
SHOWS HE'S A SLACKER
WHEN HE'S MADE
TELLS HER NOTHING
SHRINKING
"YOU BRUTE!"
SAID NEWLYWED
CANDIDLY
IN THE PINK
LIKE A NIGGER
EXERCISE
RADIO'S A BLESSING, BUT
MADE ME GROAN
ANOTHER SCRAP
FOR MY BENEFIT
EXHAUSTED
ON ALL SIDES
WAIT FOR IT AND
WORTH KNOWING
BOOK OF LIFE
GOING THE SAME WAY
PASSED THE TEST

ENTRY-FEE.—Enclose a Postal Order with your entry at the rate of 6d. for each Coupon submitted. This should be made payable to "John Bull" and crossed "& Co."

READ THESE RULES CAREFULLY.

1. The First Prize will be awarded for what, in the opinion of the judges in consultation with the Editor, is the best Bullet received and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

2. Only two attempts may be written on each coupon and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL and crossed /& Co./. Entrant's name, address and date of posting must be written on back of postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects and acceptance of this rule is an express condition of entry. Employees of Odhams Press Ltd. and their families are not eligible.

NEWSAGENTS' PRIZES.—Cheques for £4, £2 and £1 respectively will be paid to the newsagents from whom the chief winners in "Bullets" No. 1,056 usually purchase "John Bull."

ACCEPT
48
FREE PAGES
of help with
"BULLETS" and
"JOHN BULL'S"
CROSSWORDS
USE THIS COUPON

YOU ARE INVITED TO
ENCLOSE THIS COUPON
WITH YOUR "BULLETS" OR
CROSSWORD ENTRY

Please register me for six weeks' free supply of "Bullets Bulletin" and "Crossword Gazette." I have affixed 3d. in stamps to this coupon for postage.

NAME____________________
ADDRESS____________________

Affix 1½d. stamp here

Affix 1½d. stamp here

EXAMPLE
BULLET
EXAMPLE
BULLET
(1,056) Closing SAT., Dec. 19.
P.O. No. ....
I agree to enter in accordance with the rules announced on this page. With 1 Coupon send P.O. for 6d.
Signed ....
Address ....

"Bullets" must consist of TWO, THREE or FOUR words.

EXAMPLE
BULLET
EXAMPLE
BULLET
(1,056) Closing SAT., Dec. 19.
P.O. No. ....
I agree to enter in accordance with the rules announced on this page. With 2 Coupons send P.O. for 1s.
Signed ....
Address ....

Write name and full address on each coupon.

EXAMPLE
BULLET
EXAMPLE
BULLET
(1,056) Closing SAT., Dec. 19.
P.O. No. ....
I agree to enter in accordance with the rules announced on this page. With 3 Coupons send P.O. for 1s. 6d.
Signed ....
Address ....

Cut out each coupon separately.

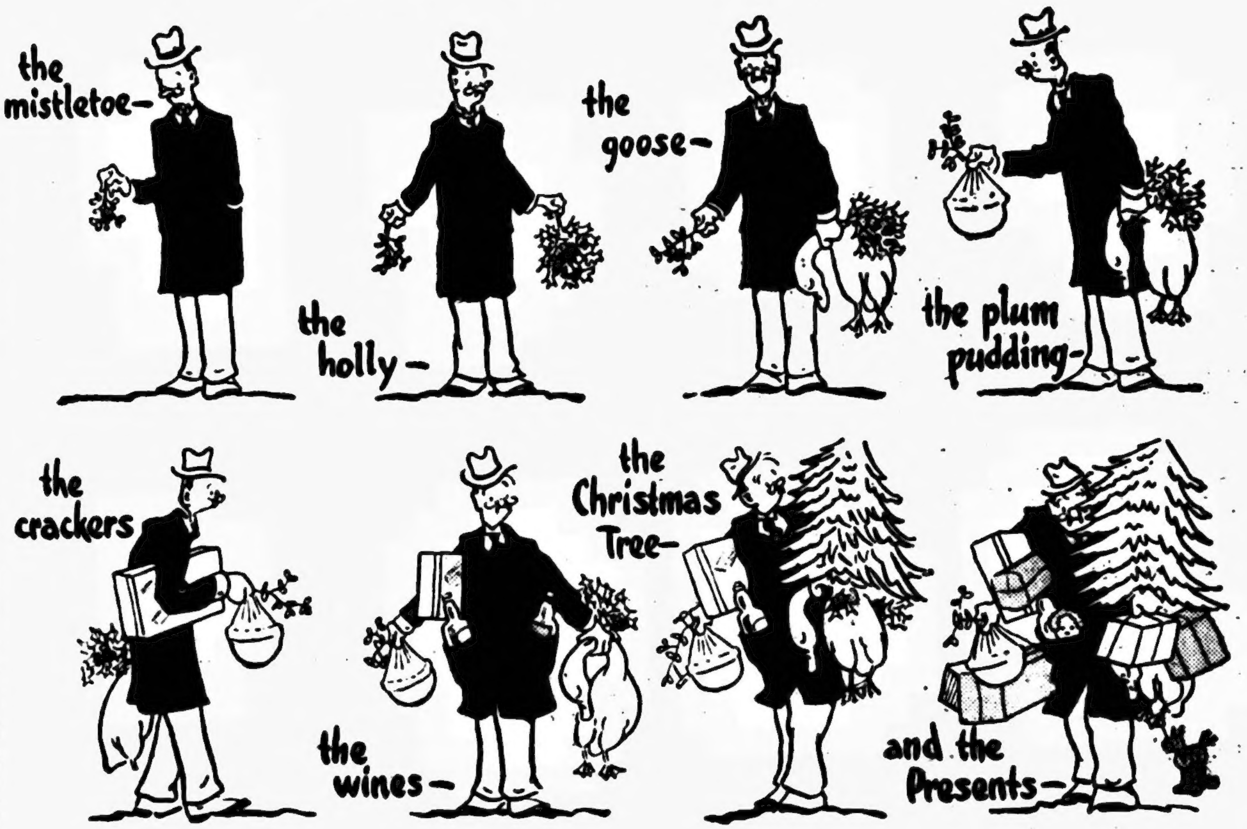
EXAMPLE
BULLET
EXAMPLE
BULLET
(1,056) Closing SAT., Dec. 19.
P.O. No. ....
I agree to enter in accordance with the rules announced on this page. With 4 Coupons send P.O. for 2s.
Signed ....
Address ....

Should you wish to enter further "Bullets," you can write them on plain paper.

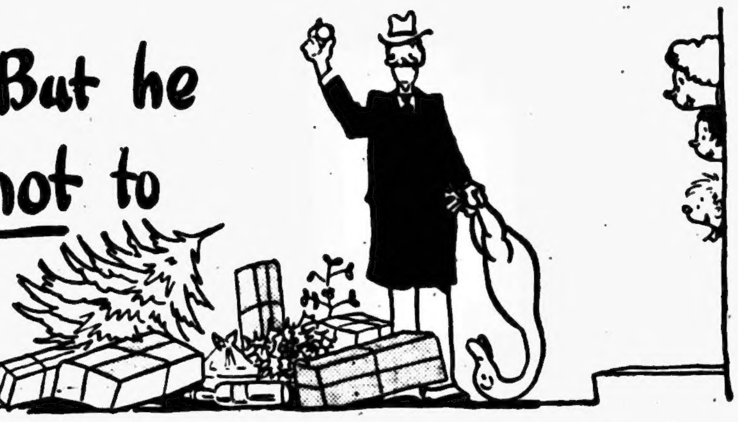
The original cheque for £500 awarded to the First Prize-winner in Competition No. 1,052 will be displayed in the window of Mrs. Shortland, 97, Gresham Street, Belgrave Road, Leicester.

☛ **Address Entry:** "Bullets" No. 1,056, "John Bull," Long Acre, London, W.C.2 (Comp.)

Will Father remember ?



PERHAPS! But he is certain not to forget



XMAS FARE

Don't forget that a nightly dose of Bile Beans will help you to enjoy, and to do real justice to the plum puddings, turkeys and mince pies.

Bile Beans are purely vegetable and can be taken with perfect safety by young and old alike.

SOLD EVERYWHERE

BILE BEANS

Start taking Bile Beans to-night and so make sure of being at your best for Christmas. They will also keep you fit and well—and you needn't be afraid of putting on weight.

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